JUNE 9, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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and **radio** *goes everywhere!*

Radio makes lunch breaks more relaxing, even for aerialists like these . . . keeps millions of other workers company on the job all day, every day. You can reach them, you can sell them with Spot Radio . . . and a Petry Radio Representative can help you set it up in America's most important markets. He'll make sure you know what you've got when you buy Spot!

Radio Division

EDWARD PETRY & CO., INC.

the original station representative

New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis

FOR THE CHOICE CUT OF THE SIOUXLAND MARKET

A MARKET IN WHICH AGRICULTURAL AND URBAN INCOMES PROVIDE A HEALTHY, BALANCED ECONOMY

The choicest cut of the entire Siouxland TV market is the Sioux City metropolitan area—Sioux City and Woodbury County. Here 109,000 people have over $197 million to spend. And in 1957 they spent over $153 million in retail sales**—enough to put Sioux City in 7th place in the nation for retail sales based on population. 1958's going even better—March data from Chicago's Federal Reserve Bank survey shows department sales in Sioux City up 9% over last year.

Some of the richest farm land in the state of Iowa is also in KVTV's coverage area. And in 1957, average gross income per Iowa farm was $11,752—66% above the national average. This healthy balance of rural and urban income in KVTV's coverage area adds up to a prosperous, buying market.

Prime programming makes KVTV the most watched station in this market. People get the shows they enjoy most. The most popular network, syndicated and local live shows are all seen on KVTV. (See Jan. Pulse and A.R.B. for rating data.) Your product'll go great on KVTV. Your Katz man has the details.

SEE YOUR KATZ MAN— HE REPRESENTS KVTV*

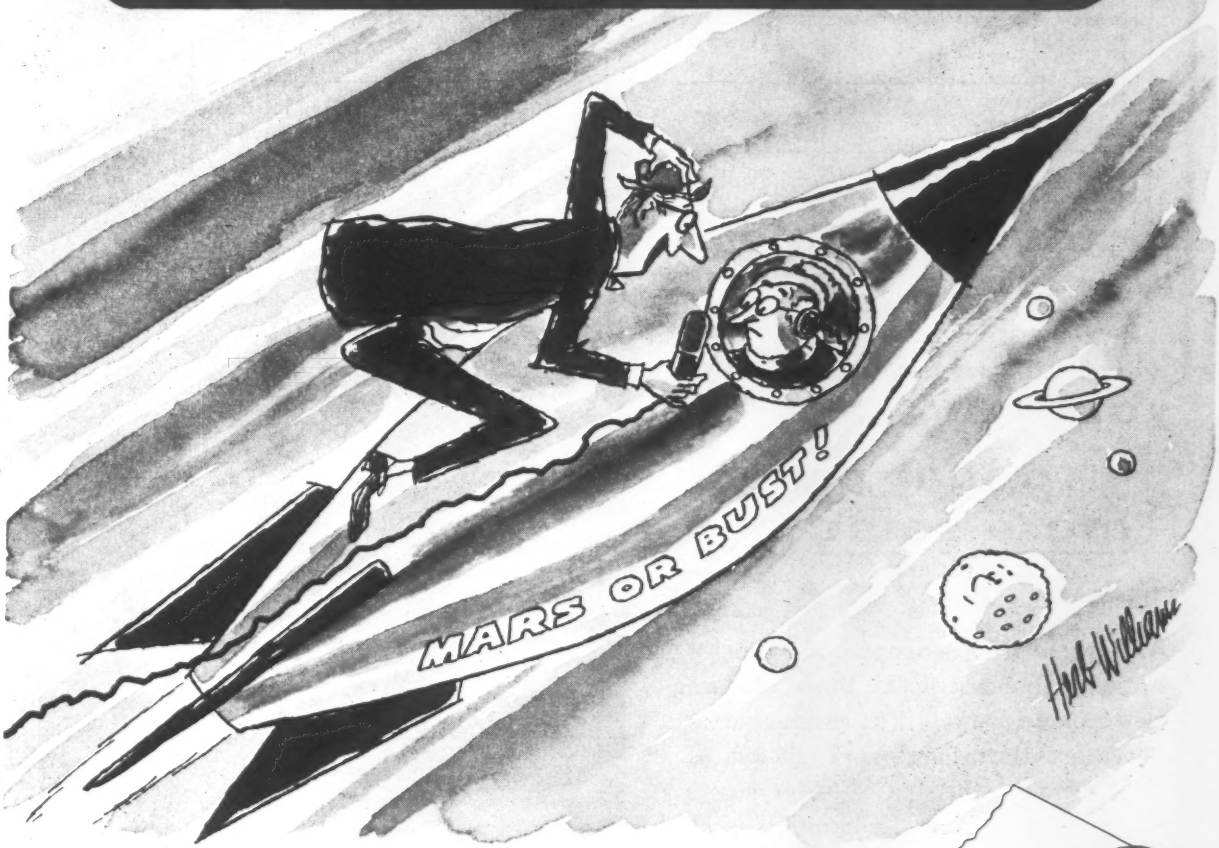
**SRDS Consumer Market Data, May 10, 1958*

*** KVTV CHANNEL 9 SIOUX CITY, IOWA. PEOPLES BROADCASTING CORPORATION. DON D. SULLIVAN, GENERAL MANAGER: BOB DONOVAN, COMMERICAL MANAGER.**

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



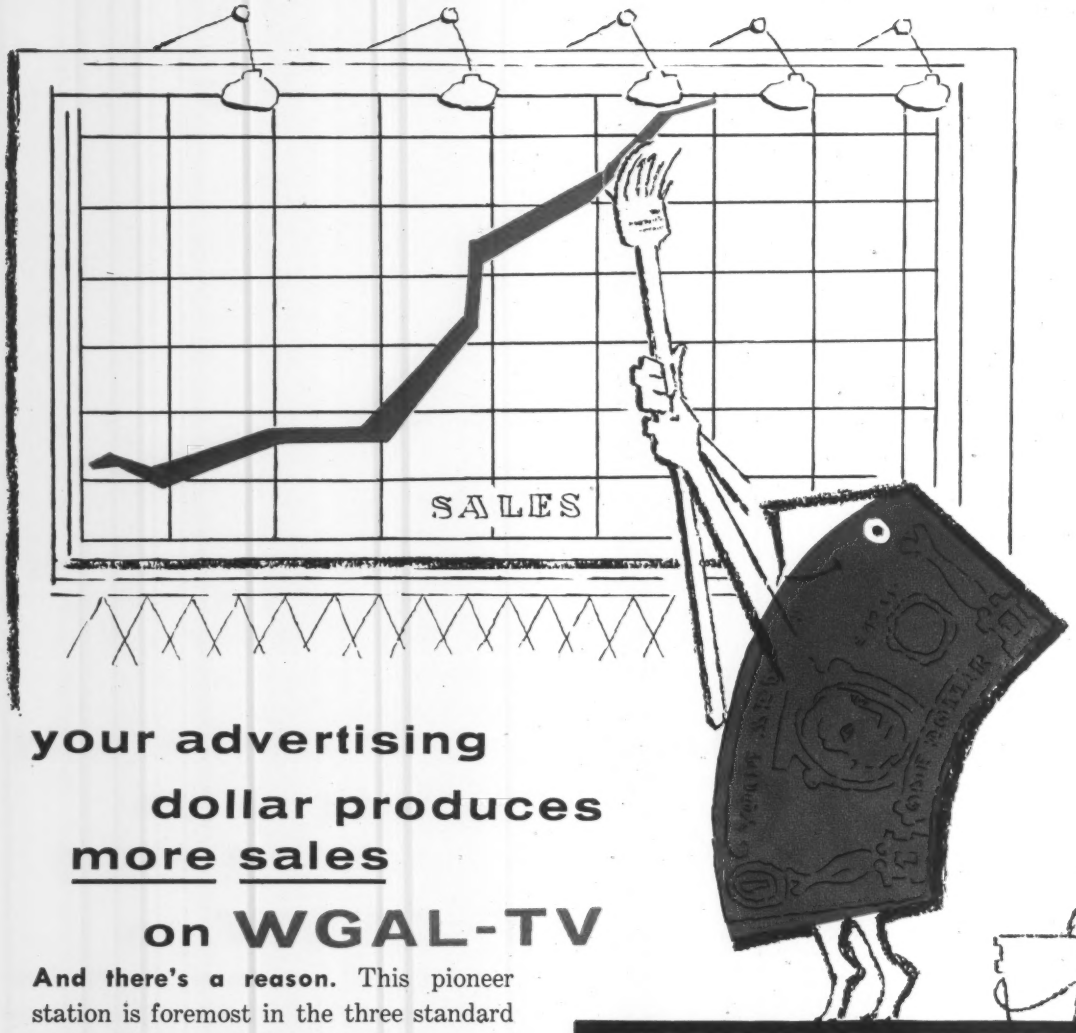
Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



your advertising dollar produces more sales on WGAL-TV

And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing *more*—on WGAL-TV.

wgal-tv

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

WIP DEAL BREWS • Philadelphia pioneer station WIP (established 1922) will pass from Gimbel Bros. to Todd Storz ownership for about $2.5 million cash if negotiations in progress past fortnight are completed. Negotiations are being handled personally by Mr. Storz and Louis Broido, executive vice president of Gimbel Bros., and Benedict Gimbel Jr., president-general manager of WIP. At week's end, it was understood number of aspects remained to be cleared before contract could be completed.

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It was learned that prior to Storz negotiations, Plough Inc. had discussed possible acquisition of station but that conversations terminated at figure of about $2 million. Purchase of WIP would give Storz Stations their fifth am outlet. Others are: WDGY Minneapolis-St. Paul, WHB Kansas City, WTIX New Orleans and WQAM Miami. WIP operates on 610 kc with 5 kw full time and is currently MBS affiliated. WIP-FM (established 1942) operates on 93.3 mc with 20 kw.

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McLENDON BUY • Purchase of WGRC Louisville for approximately $750,000 will give McLendon group its fifth radio outlet. Agreement reached by Gordon R. McLendon with stockholders of Northside Broadcasting Corp. will be filed with FCC this week in application for transfer. Principal stockholders of Northside are Charles L. Harris, vice president and general manager, 36%; Robert S. Davis, vice president, 31% and J. Porter Smith, president, nearly 12%. McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio and KEEL Shreveport. WGRC, established in 1946, operates on 790 kc with 5 kw day and 1 kw night. Messrs. Davis and Smith are principal stockholders of WJPS Evansville, Ind.

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Larry Field, who retired as radio sales manager of Edward Petry & Co. in 1954 after career in spot sales, is coming back to radio—but at network level. There'll be announcement this week by Armand Hammer, president of MBS, that Mr. Field is joining network as assistant to president in charge of sales.

•

UP BEATS • Radio stations are looking for brighter business picture in second half of 1958. That's word from President Kevin Sweeney and other RAB officials on basis of talks with more than 150 stations in past 30 days. They report local business—especially automotive and appliance—has begun to come back, and say local outlook is for light gains, 5 to 10% on average, for second half over same period last year. They look for similar gains in network and spot—in order of 7 to 9% for all national business for 1958.

Radio won't be alone in overall 1958 gains (see above) if latest TvB estimates prove correct. These, worked up last week, anticipate net expenditures in television time, talent and production will come to about $1.44 billion or 9.5% ahead of last year's $1,315,000,000. By category, TvB's 1958 estimate breaks down as follows (with 1957 figures in parentheses): network $740 million ($667 million); spot $385 million ($367 million) and local $315 million ($281 million). NAB survey of radio-tv business prospects released last week (story page 78) also predicted gains for both, but not as large as RAB and TvB are predicting.

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ALLOCATIONS • Community antenna interests get their turn at bat June 24, it has been tentatively determined by Senate Commerce Committee staff. Committee is also due to hear Dr. George Town, executive director of Television Allocations Study Organization, and is thinking seriously of having FCC return for clean-up testimony.

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Because of pending proceedings involving its jurisdiction over community antennas, FCC for third week has passed over several applications for microwave relays by CATV operators. Usually such applications are granted as routine at staff level.

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LESTOIL BOOM • Lestoil (household cleaner), one of television's greatest success stories and now spending over $6 million in spot tv, is pushing its budget up to $7 million. Lestoil is now shipping out as many cases in one day as it did in one year in 1953 before it started its tv campaign. Advertiser currently concentrates all of its budget in one medium —television. Agency for Lestoil is Jackson Assoc., Holyoke, Mass. Donald C. Heath, vice president of William B. Remington Inc., Springfield, Mass., joins agency this week in newly created post of executive director.

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Operating on theory that broadcasting is overlooking "house ad" opportunities utilized by printed media, Mutual this week reported to be beginning on-air campaign, suggesting that old-line users of radio as well as non-users consider possibility of utilizing network time and/or local station time. Copy will be direct "pitch" with off-beat humor, pointing up value of radio, and asking that inquiries be sent to MBS headquarters in New York. Both one-minute and 20-second announcements planned during unsold periods.

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PINCH ON PAY-OFF • In wake of House Legislative Oversight Committee criticism of "pay-offs" in television cases, wherein surviving applicant has paid varying sums to those who drop out, FCC is considering proposal by Comr. Fred W. Ford that such transactions be limited to actual reimbursement for expenses. Specifically, Ford proposal would require sworn statements on expenses actually incurred for lawyers, engineers, prosecution of applications, etc. by non-surviving parties. This presumably would put FCC in position of determining reasonableness of professional fees and what actually constitutes legitimate expenses.

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House Legislative Oversight Subcommittee's investigation of Pittsburgh ch. 4 grant is "98%" completed and hearings in all probability will be held next week. Federal grand jury in Washington has been investigating Pittsburgh case for several months, at behest of Dept. of Justice. Also due for hearing next week is applicants' side of alleged ex parte *pressures (subcommittee charges page 68) in Miami ch. 7 grant.*

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CH. 10 REVISITED • So far, FCC hasn't had much luck in finding retired jurist to preside at court ordered re-hearing of Miami ch. 10 case. Several ex-judges have been considered but were unavailable. If FCC is unsuccessful in finding outside jurist, its chief examiner, James C. Cunningham, likely will sit on new proceedings which get under way on pre-hearing conference basis June 23. Meanwhile key staff officials conferred with Justice Dept. attorneys last week, scanned FBI reports for leads in developing roster of witnesses to be called or documents and papers to be subpoenaed.

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Triple damage suit filed by Tribune Co. *(KTNT-AM-TV Tacoma-Seattle) against Queen City Broadcasting Co. (KIRO-AM-TV) and CBS* [AT DEADLINE, *June 2*] *has caused sensation in Washington regulatory circles. It's contended $15 million suit in essence challenges propriety of joint operation of both am and tv networks and of am and tv stations.*

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HOW'S BUSINESS? • WGN-TV, Chicago independent, enjoyed its biggest month in ten years of operation last May, being 12% over May 1957, according to Ward Quaal, vice president and general manager. WGN was up 5% over May of a year ago.

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Procter & Gamble, Cincinnati, expected to sign up for full half-hour weekly sponsorship of Tic Tac Dough, *Monday, 7:30-8 p.m. on NBC-TV. Show is now on Thursday night and sponsored by Warner-Lambert until end of August. Specific P&G agency not yet assigned.*

THIS 2-LB. KANSAS CITY STEAK is prime strip sirloin taken from pure-bred American Hereford. Kansas City exports tons of it every day.

Photo: CPI

KCMO-TV, basic CBS. Channel

YOUR STAKE IN KANSAS CITY

And a whopping big stake it is in the steak capital. Survey after survey, KCMO-TV has more quarter-hour firsts (according to ARB and Nielsen) than any other station.

And KCMO-TV reaches its dominant-size audience in the million-population Kansas City market by broadcasting at maximum power from the world's tallest self-supported tower. Your message is delivered with full electronic impact.

Stake your claim here. Do it with Mid-America's No. 1 station in size of audience, picture clarity and sales success.

KCMO-TV

Kansas City, Missouri
Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

THE WEEK IN BRIEF

FCC, Justice Dept. Flank Networks—Justice Dept. tells FCC option time and program tie-ins are antitrust violations on face but that Commission should complete Barrow hearings; Doerfer explains to Senate Committee that when Commission completes present network study, it will submit findings to Justice for opinion; then act. Page **31.**

Revlon's Split—26 years and $100 million later, Martin E. and Charles H. Revson come to parting of ways on account of unexplained "personal differences." Revlon realigns product assignment among agencies. Page **32.**

Gleason and Moola—That's what Lever and Pharmaceuticals are using for what could well be highest budgeted live half-hour series yet on record. New Gleason 30-minute spectacular has been signed and sealed with delivery set for October on CBS-TV. Page **33.**

Go West . . .—Fletcher D. Richards Inc.'s president, Gene Harrington, pulls up eastern stakes, quits agency to return to California whence he came and will buy into Honig-Cooper, Harrington & Miner, $15 million west coast agency; F. D. Richards re-assumes presidency as agency "amalgamates" with new Canadian operation, Tandy-Richards Adv. Ltd. Page **34.**

Paramount's Prognosticating—Stockholders hear their President Balaban on pay television, commercial tv's alleged troubles in programming and color tv. Motion picture company asserts pre-1948 features on tv are going to be used up in three years and Hollywood won't release any later ones; hints pay tv may be the much-needed filler for tv when programming sources dry up. Page **42.**

Film Finesse—AAP plays its cards profitably despite shuffling in and out of court. Uncertain: the next deal. Page **46.**

Bricker Bill Dissents—Networks oppose legislation to put them under direct FCC regulation; Doerfer objects also to intent of bill. Page **54.**

FCC Digging Into Allocations—On top of heap today is Craven proposal for all-vhf tv system and new ABC petition to modify mileage separations and ban on directionals to permit more vhf drop ins. Page **66.**

Petrillo Succeeded by Kenin—At the recommendation of retiring President James C. Petrillo, Herman D. Kenin of Los Angeles is elected president of American Federation of Musicians and pledges to redouble efforts to heal breach between federation and Los Angeles Local 47. Page **74.**

Strike Service—Philadelphia radio and tv stations step up news service and special broadcasts as *Bulletin* and *Inquirer*, strike-bound, publish without advertising and lose delivery service. Page **78.**

Who Said There's a Recession?—Survey of radio and tv stations, conducted by NAB, shows that typical station in each medium expects 1958 business to be better than last year, judging by first-quarter business. Page **78.**

Tv Networks This Season Up in Billings—Latest figures released on gross time charges show tv networks fattening up 15.8% and 14.1%, respectively, in April and for first four months of this year. ABC-TV still moving ahead of last year at 30%-plus clip. Page **86.**

ABC Lands Crosby—"The Groaner" signs to do at least two 90-minute live tv specials a year and to work in partnership with ABC in producing and developing 10 new program series over five-year period. Price put unofficially at $2.5 million minimum. Page **87.**

Weaver Slaps Networks—Former NBC chief claims network managements are "degrading" television, warns that pay-tv or other developments may force them to change their ways. Page **88.**

Can Color Tune-Up DuMont?—Barney Balaban's prediction on availability of lower-priced sets this year employing the Lawrence tube means: DuMont's finances, currently in poor shape, could rebound via single-gun breakthrough. Page **90.**

NAB Directors to Meet—Combined boards to converge on troubled Washington scene for semi-annual meeting. Regulatory and legislative headaches to be studied. Plans for annual convention up for review. Page **91.**

Roasting for Ratings Folks—Southern California Broadcasters Assn. sales clinic blames ratings makers for sorry state of audience research. Page **93.**

FCC's Power Over CATV—Colorado broadcasters told that Commission has basis for regulation of community antenna systems and if it doesn't feel that way it should ask Congress for needed authority. Page **95.**

MR. CAMPBELL

Should Star Be Pitchman?—Yes and no, says Colin Campbell, executive vice president of Campbell-Ewald, who cites Chevrolet's experience. The reasons for and against are outlined in MONDAY MEMO. Page **109.**

DEPARTMENTS

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WTIX — *already* dominant first — now with 5,000 watts, on 690 kc.

Result? Over 1,000,000 new listeners added! Now WTIX's 24-hour creative programming extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the big New Orleans buy is WTIX—the station which even before the change was more popular than the next 3 stations combined, (32.2% all-day average, current Hooper) . . . *and* first in every daytime Pulse quarter-hour . . . *and* first in 462 of all 504 Pulse quarters.* Talk 5,000 watts and 690 kc. to Adam Young . . . or WTIX General Manager, Fred Berthelson.

**Jan.-Feb., 6 a.m.-midnight*

THE NEW WTIX NEW ORLEANS

first . . . and getting firster . . .

5,000 watts • 690 kc.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

OVERSIGHT HEARING GETS TWO VERSIONS OF CHOATE-McCONNAUGHEY INTRODUCTION

Sharply contrasting testimony as to how Robert Choate, publisher of *Boston Herald-Traveler* and president of WHDH-TV Boston, met former FCC Chairman George McConnaughey highlighted Friday testimony before House Legislative Oversight Subcommittee in Boston (early story page 68).

Mr. Choate testified he met Mr. McConnaughey at his own instigation in May 1956 while *Herald-Traveler* application for ch. 5 was pending. He denied former Commerce Secretary Sinclair Weeks introduced him to then FCC chairman.

Following Mr. Choate to stand, William D. Taylor and John I. Taylor, publisher and treasurer, respectively, of opposition *Boston Globe*, said under oath that Secretary Weeks told them he had introduced Mr. Choate to Mr. McConnaughey and all other FCC commissioners. *Globe* sought to intervene in ch. 5 case before Commission.

Mr. Choate denied he tried to discuss pending application with Mr. McConnaughey and said he sought meeting only to discuss pending legislation in Congress relating to newspaper ownership of radio-tv stations. Mr. McConnaughey had testified earlier before committee that Mr. Choate did try to discuss case.

Friday Mr. Choate said he did not know any other commissioner except for one social meeting with Comr. Robert E. Lee.

Mr. Choate denied that he or any employe had made any *ex parte* contacts on behalf of ch. 5 application or sought to have others exert political pressures. Asked about several telephone calls to government officials while case was pending, he replied he had no recollection or memoranda of calls.

At start of Choate testimony his counsel, Washington attorney William Dempsey, took sharp issue with opening statements Thursday by Acting Chairman John Bell Williams (D-Miss.). Mr. Dempsey denied ever exerting pressures in 18 years of practice before Commission and said statement would be grounds for criminal libel if it did not have Congressional privilege. Rep. Williams told Mr. Dempsey that statement that "a WHDH counsel" had exerted pressures was not directed at him.

Rep. Williams told Thomas Joyce, Boston attorney for Mr. Choate, he was not familiar enough with subcommittee evidence to clear Mr. Joyce of same charge.

Herald-Traveler and WHDH-TV agreed to comply with challenged subpoena issued by subcommittee for records pertaining to ch. 5 grant [GOVERNMENT, June 2].

Scoop Russell Resigns NBC Post, Will Set Up Own Consultancy

Frank M. (Scoop) Russell is resigning as NBC Washington vice president to set up own independent consulting business, with NBC as client under five-year contract, effective July 1 [CLOSED CIRCUIT, June 2], NBC President Robert W. Sarnoff is announcing today (Mon.).

Mr. Russell, widely known throughout radio-tv field, joined NBC in 1929 at invitation of network's first president, late Merlin H. (Deac) Aylesworth. Born June 23, 1895, at Lohrville, Iowa, he studied agriculture and journalism at Iowa State College, entered newspaper work after World War I. Moved to Washington in 1921 as assistant to close friend, Charles Pugsley, who had been named assistant secretary of agriculture. In organizing and running Agriculture Dept.'s press services he set up what has been described as first radio news service in government. He subsequently served as assistant to agriculture secretaries Wallace (the elder), Gore, Jardine and Hyde before moving to NBC

New Blood in Revlon Advertising

As expected, Revlon Inc. is realigning its advertising department from outside firm. With Coty's Bill Siegel moving in as advertising director (see page 32), Revlon Friday announced hiring of David North, advertising director, Martinson's coffee, New York, as Revlon product ad manager. Other appointments seem likely.

AFTRA Loses WCKY Strike

Nine-month AFTRA strike against WCKY Cincinnati officially ended Friday after union withdrew from proposed election. AFTRA notified regional director of National Labor Relations Board that all its members had been replaced on station's staff and that it no longer sought to represent WCKY employes. Non-union staff has operated station throughout long dispute with AFTRA.

Storer Closes in S. F.; Grubb Out

Storer Broadcasting Co. Friday announced closing of west coast national sales office in San Francisco headed by Vice President Gayle V. Grubb. Storer said Mr. Grubb has not announced future plans. Office was established several years ago to service west coast accounts when Storer owned KPTV (TV) Portland, Ore., but since sale of station "the need for a west coast operation has been eliminated," firm explained.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

L-O-F DECIDING • Libby-Owens-Ford expected to make decision early this week on television plans for next season. Advertiser probably will retain part sponsorship of NCAA football games on NBC-TV but may drop out of portion of *Perry Mason* on CBS-TV until next January. Fuller & Smith & Ross, N. Y., is agency.

TALKING TERMS • Financial and advertising circles are wondering how long it will take Colgate-Palmolive to pull wraps off its diversification program. Soap firm is known to have talked terms to numerous existing companies, some of them in foods line. Move, if made, would be in direction of rivals Procter & Gamble (Jif, Big Top peanut butters, Duncan Hines foods, Fluffo shortening) and Lever Bros. (Good Luck, Imperial margarines, Spry shortening, Lucky Whip dessert topping).

STRIPE MAY SPOT • Toothpaste that squirts out of tube with pink stripe, appropriately labeled Stripe (marketed by Lever's Pepsodent Div.), has come out of spot tv "testing" stage. Up to now, Stripe in introductory period has embraced print media but flirted with idea of using spot tv. It's been known for some six months that Stripe, via J. Walter Thompson, N. Y., has tested spot in two unidentified cities [BUSINESS BRIEFLY, Dec. 30, 1957; ADVERTISERS & AGENCIES, Jan. 20]. JWT is non-commital but reports are reliable that Stripe has been buying spot tv schedule for June through October in certain eastern markets.

COMPTON GETS HOTPOINT • Hotpoint Inc. (tv sets, white goods), Chicago, appoints Compton Adv., same city, to handle $3.5 million account. Compton replaces three other agencies: Needham, Louis & Brorby, Maxon, J. R. Pershall. Look for Hotpoint to reconsider return to network, either radio or tv. It's understood broadcast media will get serious study in 1958-59 advertising plans, with campaign built around company's new electric kitchen.

FILBURT'S BUSINESS • J. H. Filburt's (Filburt's margarine), Baltimore, buying spots in 100 radio markets and 50 television stations, effective June 11 for eight weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

LOOKING FOR PASSENGER • Don't be surprised if Ford Div. of Ford Motor Co. comes up soon with another national advertiser to share in Ford's unique $4 million-plus *Ford Road Show* 52-week package on

continues on page 10

at deadline

Senate Unit Moves FCC Money

Senate Appropriations Committee has acquiesced in House recommendation that FCC get $8.9 million for fiscal 1959, $50,000 less than President asked. Senate said FCC should have flexibility in assigning personnel in order to clear backlogs; this was in response to House condition that $100,000 be used to clear up am backlog. Just where this leaves FCC if Senate adopts appropriations without further clarification is unknown. Senate committee also recommended $6 million for Federal Trade Commission, up $50,000 over House approved funds, but $25,000 less than President requested.

RCA Declares Two Dividends

Two dividends announced Friday by Brig. Gen. David Sarnoff, RCA board chairman, following regular board meeting: quarterly dividend of 25 cents per share on common stock payable July 28 to holders of record June 20, and dividend of 87½ cents per share on first preferred stock for period July 1-Sept. 30 payable Oct. 1 to holders of record Sept. 8.

Cross Picks Longfellow, Stephens

FCC Comr. John S. Cross Friday appointed Bruce S. Longfellow his engineering assistant [CLOSED CIRCUIT, June 2] and Louis C. Stephens his legal assistant. Mr. Goodfellow, chief, Technical & Allocations Branch, Broadcast Bureau, has been with FCC since 1938; Mr. Stephens, who joined FCC four years ago as legal assistant to former Comr. Frieda Hennock, has handled major rulemaking proceedings, congressional liaison and special projects as legal counsel, Broadcast Bureau.

DER BINGLE'S MAGIC

It didn't take long. Almost on heels of disclosure that it had signed Bing Crosby to long-term exclusive tv-radio contract (see page 87), ABC-TV announced Friday that Oldsmobile Div. of General Motors had signed for sponsorship of two Crosby-starring 90-minute specials in 1958-59 season, first of which is slated in October or November. ABC-TV officials said announcement of Crosby availability touched off "enormous" sponsorship interest among advertisers but that Oldsmobile—which also is set to sponsor *Patti Page Show* on ABC-TV (Wed., 9:30-10 p.m. starting in September)—got there first. Agency: D. P. Brother & Co., Detroit.

Three Stations Sold: $270,000

Station sales announced Friday:

KMON Great Falls, Mont. • Sold by Montana Farmer Inc. and Standard Examiner Publishing Co. to Salt Lake City Broadcasting Co. (KALL Salt Lake City) for $160,000. Salt Lake City Broadcasting (George Hatch) also owns KOPR Butte, Mont., and Intermountain Network, and has interconnecting interests with KIMN Denver, Colo.; KLO Ogden and KUTV (TV) Salt Lake City, both Utah; KLIX-AM-TV Twin Falls and KGEM Boise, Idaho. Montana Farmer (Lester Cole) publishes semi-monthly *Montana Farmer Stockman;* Standard Examiner (A. L. Glasmann) publishes *Ogden Standard-Examiner*. KMON is 5 kw on 560 kc, is affiliated with ABC and MBS.

KMOP Tucson, Ariz. • Fifty per cent interest sold to Richard N. Jacobson and Howard A. Kalmenson for $60,000 by Ray Odum and A. V. Bamford. Mr. Jacobson, now with WABC New York, will be president-general manager of KMOP; Mr. Kalmenson, now with WABC-TV, will be sales manager of Tucson station. Messrs. Odum and Bamford remain as 50% stockholders. KMOP is 500 w day on 1330 kc. Broker: Allen Kander & Co.

WLBS Birmingham • Sold by Faye N. Puett to E. C. Atkerson and Thad Holt for $50,000. Messrs. Atkerson and Holt own wholesale electronics business and Mr. Holt is radio-tv consultant and adviser to Voice of America, besides having real estate investments. WLBS is on 900 kc with 1 kw day.

PEOPLE

ANDRE MEYER and **PAUL M. MAZUR,** both New York Investment Bankers, named Friday to NBC board of directors, replacing **CHARLES R. DENNY,** who has moved up from NBC to RCA, and **GEORGE L. HARRISON,** who died short time ago. Mr. Meyer is senior partner of Lazard, Freres & Co.; Mr. Mazur is partner in Lehman Bros. Both also serve on RCA board.

RUDOLPH MONTEGLAS, senior vice president and director, Ted Bates & Co., N. Y., elected to executive committee.

SAMUEL E. GILL, agency veteran, named vice president in charge of media for Fletcher D. Richards Inc., New York. He had been vice president for media-research at Carl S. Brown Co., before that was director of media-marketing for number of agencies including Sherman & Marquette, Biow Co. and Lord & Thomas.

FRANK DEROSA, account executive, named manager of NBC Radio Spot Sales, Chicago. He succeeeds **DICK ARBUCKLE,** resigned to become midwest manager for Robert E. Eastman & Co., station representative.

BUSINESS BRIEFLY

continues from page 9

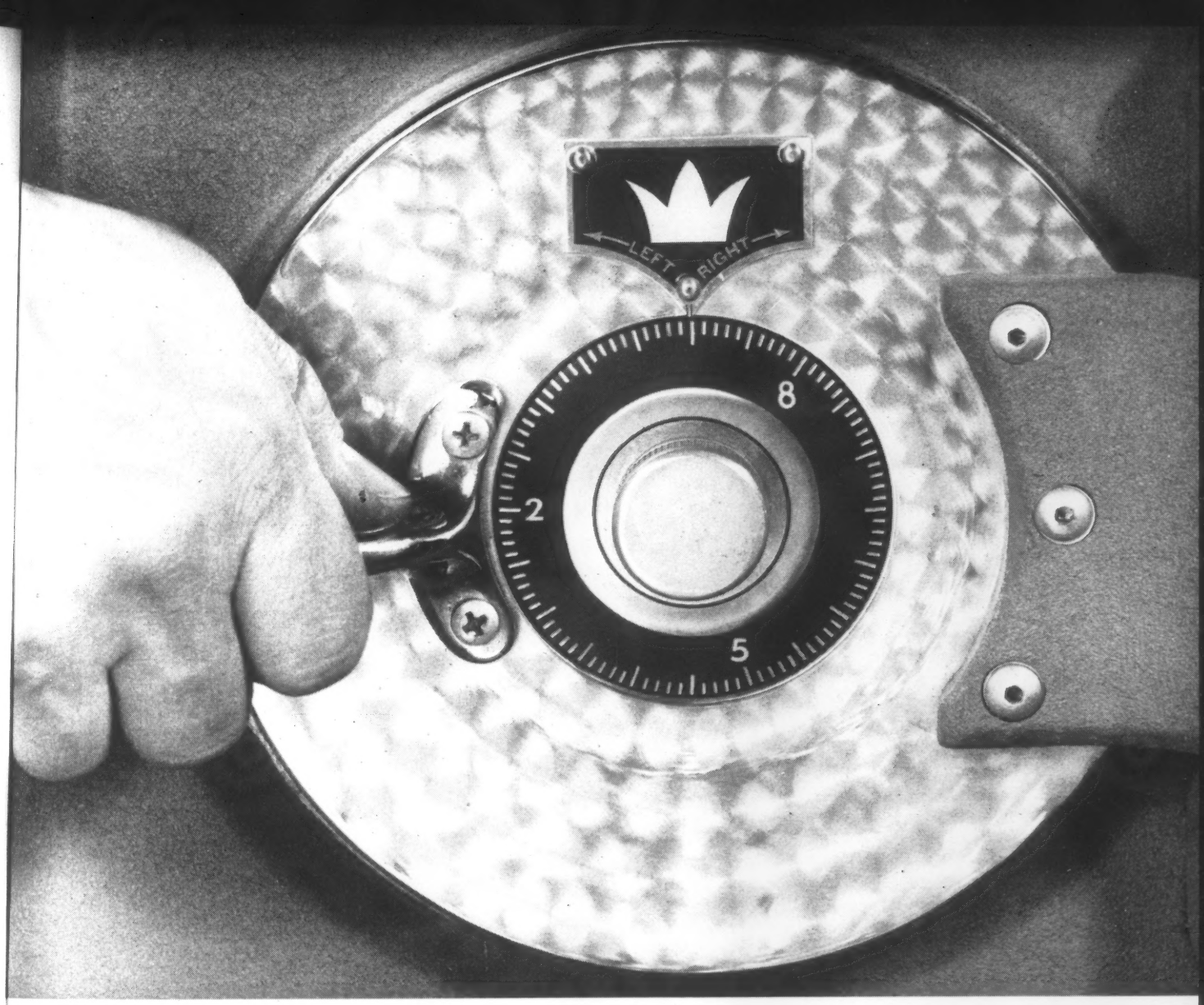
CBS Radio. First year's contract runs out Aug. 31. Ford holds option to continue through rest of year, but can, of course, renew for another 52 weeks starting in September. Plan to have another advertiser pick up part of tab is under consideration. J. Walter Thompson Co., N. Y., is Ford agency.

PARTNERS IN RISK • Though none of principals (General Foods, Benton & Bowles and MGM-TV) will detail purchase of tv rights to *Father of the Bride* (see page 36), arrangement is seen as "share-the-risk" plan. Contract understood to call for co-financing of pilot by GF and agency with producer MGM. (Pilot cost could fall anywhere between $50-90,000.) Advertiser, agency get options to series, profit rights including residuals. If General Foods drops out and series is re-sold, contract reportedly provides for GF to get its investment back under financial arrangement. MGM-TV has been talking to other agencies along this share-risk vein, is reportedly hoping to set trend.

IMPORT BUSINESS • Look for Volkswagen G. m. b. H., Wolfsburg, Germany, to make sizeable splash in spot radio-tv this year, its first advertising effort in U. S. Unlike some American auto manufacturers who are cutting back on spot allocations, German-made car reportedly has hiked its total U. S. budget from initial $750,000 to $2 million and through J. M. Mathes Co., New York, will go all out in co-op broadcast campaigning.

TV FOR CADILLAC • Cadillac Motor Car Div., General Motors, which last year spent estimated $500,000 in radio announcements and few tv network participations, this fall reportedly will turn to spot tv during new model announcement time—first time ever. Reason: 1959 Cadillac is understood to be completely restyled. It's unlikely, however, that total ad budget will be hiked, but some tv money may come out of print allocations. Agency: MacManus, John & Adams, N. Y.

REYNOLDS FIRMS TWO • R. J. Reynolds Tobacco, Winston-Salem, N. C., has settled two network tv shows for next season (one alternate week sponsorship). Reynolds has decided to place *Lawman*, western series, in Sunday 8:30-9 p.m. period on ABC-TV, directly following *Maverick*. Advertiser since January has backed *Scott Island* in that time period, with *Anybody Can Play*, quiz-type, as summer replacement. On NBC-TV, Reynolds has renewed alternate weeks of *People Are Funny* for third straight season (Sat., 7:30-8 p.m.). Alternate sponsor also renewing for next season is Toni Div. of Gillette, through North Adv., Chicago. William Esty, N. Y., is Reynolds agency.



RIGHT COMBINATION

There's a lot of money piled up in the Pacific Northwest market.

Here's the combination that opens it to you: just twist the dial to 8—5—2.

We'll spell it out for you. Turn west to KREM-TV, Spokane, west again to KING-TV, Seattle, and south a bit to KGW-TV, Portland.

For the combination that clicks, you can count on the Crown Stations. Turn to KING-TV, KGW-TV and KREM-TV—most Northwest viewers do.

THE CROWN STATIONS
OF THE PACIFIC NORTHWEST

in law...

it's Blackstone

in medicine...

it's Gray's Anatomy

in navigation...

it's Bowditch

AND...

IN TV AND RADIO— EVERYBODY COUNTS ON BROADCASTING YEARBOOK!

It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful . . . handier than ever this year *because the* 1958 BROADCASTING YEARBOOK *combines both TV and radio within a single set of staunch covers.* Furthermore, you can't beat its established reputation for reliability. For 23 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now...right around the corner...is the publication date of the bigger-than-ever BROADCASTING YEARBOOK *for 1958 – bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.*

The publishers of Blackstone, Gray's Anatomy, and Bowditch have life easy compared with the editors of this great yearly sourcebook. The former concern themselves with static facts that change little from year to year. But television and radio are phenomena that today move as fast (and unpredictably) as a greased rabbit. Only the largest, most experienced and most competent editorial staff in the TV-radio business publication field is equipped to assemble such a wealth of up-to-date data ...to check and correlate, prepare and recheck...and then present the facts in comprehensive, useable manner. In short, *only* BROADCASTING can produce the BROADCASTING YEARBOOK!

The 1958 edition is scheduled for September publication, will be snapped up by 16,000 busy people with the stakes of their livelihood in television or radio...or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the *NEW* combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. *Deadline for advertising if proofs are desired: July 14. If no proofs, July 28.* Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The *NEW* 1958 BROADCASTING YEARBOOK is too good a bet to miss!

DEAN OF AMERICA'S TIMEBUYERS – FRANK SILVERNAIL – PUTS 33 YEARS OF RADIO AND TV KNOWLEDGE BEHIND THE NEW 1958 BROADCASTING YEARBOOK... AIDS ITS EDITORS AS CONSULTANT TO MAKE THIS GREAT SOURCEBOOK MORE VALUABLE THAN EVER FOR BROADCAST ADVERTISING BUYERS!

Aware that even the best can be made better, BROADCASTING has enlisted the help of Frank Silvernail, outstanding timebuyer who retired March 31 as manager of station relations at BBDO, to act as consultant in preparing the new combined TV-RADIO BROADCASTING YEARBOOK. Throughout his illustrious career in broadcast advertising... extending back to 1925 and involving the placement of over $25,000,000 in station time... Mr. Silvernail has been a constant user of BROADCASTING's many Yearbooks. Thus he is eminently equipped for this assignment. Not only does he know the value of BROADCASTING YEARBOOK with the respect of a top advertising executive, but he also brings to it the practical wisdom of his tremendous background in the advertising field. Working closely with BROADCASTING's editors, he has suggested many changes that will make this year's expanded BROADCASTING YEARBOOK a far more valuable tool for buyers of TV and radio.

During his career, Mr. Silvernail has been associated for a decade and a half with BBDO, served as chairman of the Standing Committee on Broadcast Media of the American Association of Advertising Agencies, been a member of the AAAA's Media Relations Committee, president of the New York Chapter of Broadcast Pioneers and vice president of the national body. His experience includes previous duties with Young & Rubicam, Pedlar & Ryan, and the National Broadcasting Company. The roll-call of sponsors for whom he has handled radio and television campaigns includes many of the largest names in American business, embracing every type of product from soap to automobiles.

THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

** Latest working information about *both* television and radio (thus eliminating the need for separate Yearbooks as previously).

** Directories restyled for faster reference – giving facilities and key personnel of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.

** Definitive round-up introductions, reporting on progress in each major area of activity covered by a directory.

** Special articles and reports on such important developments as –

- ... radio and TV audiences, their size and composition.
- ... radio and television time sales – by network, spot and local – nationally and by individual markets.
- ... market information for every U.S. county.
- ... trends in the use of feature and syndicated film.
- ... analyses of specialized radio programming–foreign language, Negro market, multiplexing, stereophonic broadcasting.
- ... a review of how advertising agencies have grown with radio and television.

** *PLUS* – all the many other standard features which have made BROADCASTING YEARBOOKS *the* most authoritative, most closely-read reference work in radio and television for the past 23 years!

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

Sylvester sees Red

and "Hippity Hops" to new sales peak!

Sylvester Scott, Jr., juvenile market timebuyer, credits soaring client's sales to WJAR-TV's unique children's program, "Hippity Hop, the Cartoon Cop" — a typical example of WJAR-TV's highly effective creative approach to special programming.

In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in creative programming!

CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

SHIRLEY TEMPLE STORYBOOK

In adapting such well known and well loved stories as "Beauty and the Beast," which opened the *Shirley Temple Storybook* tv series last January [IN REVIEW, Jan. 20] and "The Sleeping Beauty," yesterday's story, Producer Alvin Cooperman and his aides have adhered to one major principle: "Stay as close to the original as possible."

That philosophy paid off handsomely with "Beauty and the Beast" and again with "The Sleeping Beauty." Neither contained any foreign element to disturb the memories of the oldster for whom the story was being repeated for the more-than-a-thousandth time. Both held all of the classic enchantment for youngsters to whom the stories were brand new.

This is not to say that the adapters needed only to make a literal translation of the fairy tale from printed page to tv camera. Turning a story that can be read or told in 10 minutes into an hour-long production, building characters that were merely identified in the story into people or fairies or witches that are believable on the tv screen takes a lot of imagination, skill and hard work.

But the results make it worthwhile, as "The Sleeping Beauty" proved. From the opening lines to the final fadeout everything was fitting and proper. The language was pure fairyland: "Once upon a time," Miss Temple began, "there lived a king and queen who were as rich as they deserved to be and as loved as they deserved to be. But, because they had never been blessed with a child, they were not as happy as they deserved to be."

There was the christening scene, when the uninvited Black Fairy, wonderfully played by Judith Evelyn, shocks the court with her "gift" of a sleep that will spare the girl from the pains of womanhood until a "true prince" shall waken her. Then, challenged that the good fairies—Garnet, Opal, Topaz—might undo her magic, she scornfully stares them down with a curt "Not they. They're not semi-precious fairies."

The three suitors—self-admiring dandy, bragging huntsman and greedy miser—were developed by the script and portrayed by Phillip Pine, Pernell Roberts and Robert Quarry, respectively, as characters acceptable to any child as typifying three vices of the adult world. For older viewers, the trio were equally acceptable as caricatures of individuals we all have known.

An extrafine touch was added at the story's end, when the "true prince" was revealed as the princess' childhood playmate, the gardener's boy. Combining youthful adoration of royalty and love of democracy, the Black Fairy satisfied all conventions—and all viewers—with her words: "I promised you a true prince. If he lacks noble blood he had what is far better, a noble heart."

Production costs: Approximately $150,000. Sponsored by John H. Breck Co., Hills Bros. coffee and Sealtest Div. of National Dairy Products Corp., all through N. W. Ayer & Son, on NBC-TV, Sun., June 8, 8-9 p.m. EDT. Filmed in Hollywood.

Production by Henry Jaffe Enterprises, in association with Screen Gems. Producer: Alvin Cooperman; director: Mitchell Leisen; script writer: Margaret Fitts; associate producers: Norman Lessing, Shelley Hull; conductor: Morris Stoloff; photographer: Gert Andersen; supervising editor: Richard Fantl; film editor: Henry Batista; costume designer: Gwen Wakeling; set decorator: James M. Crowe.

Stars: Judith Evelyn, Alexander Scourby, Nancy Marchand, Olive Deering, Anne Helm, Vernon Gray.

Hostess: Shirley Temple.

THE BASEBALL CORNER

That baseball is more than a sport and that baseball players are more than athletes was admirably demonstrated a week ago Sunday on the premiere of *The Baseball Corner*. At the end of 30 minutes, the viewer knew that baseball is a science and that its major league players are intelligent, articulate citizens, more at ease before a camera than many a statesman or actor.

With Buddy Blatner, who played in the New York Giants infield a decade ago, as host, and with such guests as Frankie Frisch, Peewee Reese, Duke Snider and Bob Feller, the pace of the program sometimes reached bewildering speeds. It was not a show for the casual, once-a-month grandstand manager; it was a show for the dyed-in-the-wool bleacher fan who knows the average of the league's leading batter, the earned run average of its leading pitcher, and the probable percentage of sending a righthand batter to pinch hit in the eighth inning against a lefthand pitcher when you are two runs behind.

The five experts discussed such currently intriguing issues as the Los Angeles Coliseum, with its left field wall only 250 feet from the batter's box, and differences between the game 20 years ago and now. "Uncle" Frisch defended the glory of yesterday eloquently, growing wistful as he talked of the "good old days."

Film clips of the guests were shown to the accompaniment of often wry comments (Snider, who has hit only two home runs this season, reacted to a scene of his hitting one far over the wall in Brooklyn by saying: "We miss that ball park—at least I do.")

There were, in addition, demonstrations by Snider of his batting grip and by Feller of his finger grip while pitching. But primarily the show's atmosphere was that of several good friends sitting around a crackerbarrel chatting about something they lived and loved—baseball.

One problem may arise as a result of the announced intention to have four different guests every week. The producers will be hard put to equal the informality and breeziness which made the premiere of *The Baseball Corner* such a delight.

Production costs: $10,000.
Sponsored by General Mills (Wheaties)

IN 6 MONTHS:
NOW 8th NATIONALLY!

8th (from 19th) among all CBC shows! Outrates "Have Gun Will Travel", "Dinah Shore", "Disneyland", etc.

Network rating higher every rating period, now 41.0!

21% increase in homes reached!

30% increase in viewers!

Pre-tested as popular movie and through dozens of famous Saturday Evening Post stories, TUGBOAT ANNIE helps Lever Brothers Limited of Canada win friends and influence sales. Lever Brothers' success story gives proof of greater profit than ever for you in your own market. Of course, the American premiere market showing is swamping all competition too!

the adventures of
TUGBOAT ANNIE

tpa
TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

Community Service Award

Presented to –

Art Barrie, People's Opinion Program, &
to WSPD Radio, by the American Legion of
Lucas County; for outstandi service to the
community in providing an ea accessible and
readily available outlet for a hange of opin-
ion on topical items of l & ion interest;
for providing access t for the
ledge on many
and for promot
many & varied

Fifth day of May 1958

Here, Art Barrie receives the American Legion Community Service Award from Lucas County Commander Charles Phillips.

"...for outstanding services to the community..."

Only four times in 39 years has a community service been of such significance as to merit the Lucas County, Ohio, American Legion Community Service Award, recognized as the highest local award. This rare honor has just been awarded to Art Barrie, People's Opinion Program, and WSPD Radio in Toledo.

"The People's Opinion program was singled out," according to Commander Phillips, "because it provides any citizen easy and ready access to express an idea or opinion. Such expression receives wide coverage. "Definitely," Phillips continued, "our citizens in this area can be and are more informed on local and national issues than others in communities which do not utilize such a medium for a free exchange of ideas. Barrie and WSPD have given re-birth to "town meetings." Our community can only profit from this imaginative radio service."

"Famous on the local scene"

WSPD SPeeDY

NBC RADIO in **TOLEDO**

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N.Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

WLIB
1190 ON THE DIAL

INCREASES
NEGRO
PROGRAMMING
TO
87%

OF ITS
BROADCAST TIME

WLIB—has more Negro listeners than any other New York radio station—network or independent (PULSE)

WLIB—only New York radio station with studios in Harlem

WLIB—first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour

WLIB—only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa
2090 Seventh Ave., N. Y. 27, N. Y. MO 6-1800

IN REVIEW CONTINUED

through Knox Reeves on ABC-TV Sun., 9-9:30 p.m. EDT.

Producer: Jim Colligan; director: Carl Tubbs.

THE INVESTIGATOR

Whatever else can be said for or against *The Investigator*, it is live. As such, NBC-TV's hour-long mystery series is a welcome recruit to the dwindling ranks of live television.

The series offers another dividend. Private eye Jeff Prior (played by Lonny Chapman) has an asset not often encountered in this milieu—a father (played by Howard St. John) who adds the experience of a completed newspaper career to the efforts of his energetic boy in getting to the crux of the "case."

The initial episode (June 3) was a drawing-room thriller, i.e., the emphasis was on talk. And much talk was needed to explain an intricate scheme by a disbarred lawyer out to discredit (and frame) his gem-importer cousin Donald Aldrich, so he could inherit their aunt's fortune. A stripteaser turned nightclub operator was unwittingly involved in the diabolical plan and in due course she fell for the investigator. Meanwhile, the rich aunt was persuaded to change her will and subsequently was done in by her villainous nephew. At length the elder and younger Priors caught up with the criminal.

It was a point of law that put the finishing touches on the case and provided an opportunity for some resourceful camera work. An extensive search of lawbooks, given vitality by some interesting close-ups and camera angles, revealed to the sleuths that the old lady's will as rewritten was void. A re-enactment of the crime provided another chance for visual interest. Such occasions were scarce in the drawing-room script.

Though the unfolding plot kept the viewer on his toes, more was needed in the way of character development. Greater interest would have been generated had the participants emerged more as living and breathing, as well as talking, beings. Possibly in weeks to come the Priors, their friends and their adversaries will emerge as full-dimensional personalities.

Production costs: $35,000.

Sponsored by Liggett and Myers through McCann-Erickson, and RCA and RCA-Whirlpool, through Kenyon and Eckhardt, on NBC-TV Tues. 8-9 p.m. EDT, live in color and black-and-white. Started June 3.

Director: William A. Graham; associate producer: William M. Altman; writer: Henry Kane.

Cast: Lonny Chapman and Howard St. John, to appear each week; Gretchen Wyler, Gene Lyons, Alan Hewitt, John McGiver, Bernard Kates, Marjorie Gateson and Kathleen Comegys, in premiere cast.

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
ABC CHANNEL 2
BUFFALO

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

another hit

in Washington, D. C.
the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings . . . is

wmal-tv
abc

SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	31.7%	28.9%
Station 2	29.3%	31.3%
Station 3	24.7%	28.7%
Station 4	13.9%	11.1%

ARB/April 8-14, 1958
represented by H-R Television, Inc.

COLOR full

WBAP-TV

FORT WORTH, TEXAS

Now in the 4th year of color telecasting with 7½ hours of locally originated color programs weekly.

Plus All NBC Color Shows

Plus Special Events

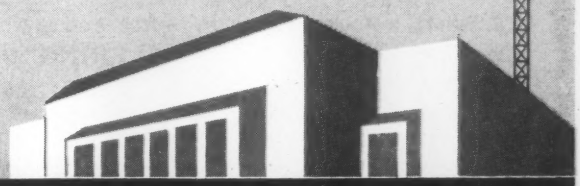
for experience in color-casting look to Channel 5 in the Fort Worth-Dallas Market

Test your product on one of these Local Color Shows on WBAP-TV

High Noon News.....12:00-12:30 P.M. Monday thru Friday

Kitty's Wonderland....12:30- 1:15 P.M. Monday thru Friday

Margret McDonald Show..... 1:15- 1:30 P.M. Monday thru Friday



WBAP-TV CHANNEL 5

BASIC NBC FOR NORTH TEXAS

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

WIN A LUXURY CARIBBEAN VACATION CRUISE FOR TWO or one of 15 other valuable prizes in the big "MILLION DOLLAR MOVIE CONTEST"

The contest is built around the Multi-Million Dollar Package of films to be shown on "Million Dollar Movie" this fall—"Million Dollar Movie's" 5th and greatest season on WOR-TV. The 16 films in the package are the strongest week-in, week-out, all-season-long lineup ever shown on any movie program in New York.

...All the films are first-run

...8 out of the 16 are post-SAG* films

...The first post-1948 RKO films—the only post-SAG's from a major Hollywood studio

...Great pre-SAG pictures like "Murder My Sweet", "Citizen Kane", and "Hunchback of Notre Dame"

...Hollywood's biggest stars—James Cagney, Humphrey Bogart, Charles Laughton, Jane Russell and Marilyn Monroe

In short, a lineup designed to further strengthen "Million Dollar Movie's" position as New York's highest-rated television program—DELIVERING MORE DIFFERENT HOMES THAN ANY OF THE TOP 10 NETWORK PROGRAMS**

On the facing page are the 16 movies to be featured on "Million Dollar Movie" (Sept. 22, 1958-Jan. 11, 1959) along with 16 quotes from reviews of the film from major New York newspapers and Cue Magazine. To enter the contest, merely match the quote to the film by placing the number for the appropriate quote in the box alongside the title of the film. For example, as shown, Quote #1 is for the film "Godzilla".

Now . . . match the remaining 15 . . .

WOR-TV New York channel **9**

A Division of RKO Teleradio Pictures, Inc.

*Refers to the 1948 contract between Screen Actor's Guild and major Hollywood studios
**Nielsen, average week, February, 1958

OFFICIAL ENTRY BLANK
"MILLION DOLLAR MOVIE" MATCH-THE-MOVIE CONTEST

(A facsimile of this blank will also be accepted)

PRIZES:

1st—Luxury Cruise to Nassau for 2
2nd—Air conditioner
3rd—Portable Television Set
4th-16th—Movie Cameras, Waring Blendors, Electric Shavers

MAIL ENTRIES TO:

Multi-Million Dollar Movie
WOR-TV
1440 Broadway
New York 18, N. Y.

- ☐ **ANDROCLES AND THE LION** — Victor Mature, Jean Simmons
- ☐ **CITIZEN KANE** — Orson Welles, Joseph Cotten
- ☐ **CLASH BY NIGHT** — Paul Douglas, Barbara Stanwyck, Marilyn Monroe, Robert Ryan
- ☐ **CRIME SCHOOL** — Humphrey Bogart
- ☐ **DANGEROUS MISSION** — Victor Mature, Piper Laurie
- ☐ **1 GODZILLA** — Raymond Burr
- ☐ **HUNCHBACK OF NOTRE DAME** — Charles Laughton, Sir Cedric Hardwicke
- ☐ **MACAO** — Jane Russell, Robert Mitchum
- ☐ **MURDER MY SWEET** — Dick Powell, Claire Trevor
- ☐ **NEVER WAVE AT A WAC** — Rosalind Russell, Paul Douglas
- ☐ **PUBLIC ENEMY** — James Cagney
- ☐ **SPITFIRE** — Katharine Hepburn, Robert Young
- ☐ **UNDERWATER** — Jane Russell
- ☐ **VALLEY OF THE SUN** — Lucille Ball, James Craig, Sir Cedric Hardwicke
- ☐ **WE ARE NOT ALONE** — Paul Muni
- ☐ **WHITE HEAT** — James Cagney, Virginia Mayo

1 "Makes King Kong look like a midget."

2 "Huge spectacular version of _____*'s novel . . . magnificent production, well acted."

3 "Large, exciting Indian-fighting western; well produced."

4 "_____* romps merrily. This comedy hit of _____*'s cannot miss being one of the big ones of the season."

5 "Unbelievable . . . She looks like a loaded pistol with the safety catch off as she moves among her admirers."

6 "The very last word on the subject of gang pictures."

7 "An absorbing, brilliantly conceived, magnificently acted drama . . . One of the great films of this or any year."

8 "Spectacular is the word . . . a thrilling tale. New York's newest monument to womanhood is slightly smaller than the Statue of Liberty, but as luck would have it, far more buxom and not as fully clothed."

9 "Lavish production. The story unfolds with _____* humor and irony intact."

10 "One of the most soundly written films of the year, one of the best directed, one of the most brilliantly played."

11 "It makes for thoughtful, provocative and exciting entertainment. The frustrations of life, love and the inevitable triangle."

12 "Exciting story of a manhunt . . . a tale well told."

13 "You will be thrilled and deeply moved by _____*. Don't miss it. Miss _____* is good—more than good, even magnificent."

14 "Will have you on the edge of your seat . . . something to remember . . . engrossing thriller."

15 "Superior piece of tough melodrama . . . sure cure for low blood pressure."

16 "Something you won't want to miss! Well worth going out of your way to see. The most rowdily entertaining melodrama since the early _____*'s."

* Proper name deleted.

CONTEST RULES

1. Open to all advertising and media personnel in any McKittrick-listed agency or advertiser.
2. Only one entry per person
3. Entry blank must be filled out completely.
4. All entries must be postmarked no later than midnight June 20, 1958
5. In the event of ties, the earliest postmark will determine the winner.
6. In all cases the decision of the WOR-TV judges will be final.

PLEASE PRINT OR TYPE

NAME_____

POSITION_____

COMPANY_____

ADDRESS_____

_____

Get RESULTS! Buy
KSON
RADIO
SAN DIEGO
SAN DIEGANS LIKE KSON
PROGRAMING
ADVERTISERS LIKE KSON
COMMERCIAL
STANDARDS
MINUTE ANNOUNCEMENTS ARE
ALWAYS SEPARATED BY A
COMPLETE MUSICAL SELECTION
KSON
RADIO
SAN DIEGO
represented nationally by
FORJOE

NOW! FROM WHBF-TV
IN THE QUAD-CITIES . . .
NEW 1000 FT.
TOWER
BIG 100 KW
POWER
EXPANDED REGIONAL
COVERAGE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
bring a new
era of
television
to prosperous
Western Illinois
and
Eastern Iowa
WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL

McNamara's on Bandwagon

EDITOR:

In the past few issues I found it [BROADCASTING] not only interesting but informative, especially with such articles as those on ASCAP and videotape. They are very helpful in the area of tv and radio in which I work.

Jane A. McNamara
McCann-Erickson
New York City

'Golden Spike That Silvernail'

EDITOR:

Congratulations to both Frank Silvernail and BROADCASTING on his new assignment as consultant. It's reassuring that the many services he has made to the industry will continue . . .

Robert W. Ferguson
Exec. Vice Pres. & Gen. Mgr.
WTRF-TV Wheeling, W. Va.

EDITOR:

. . . [The editors of] BROADCASTING . . . are pretty knowledgeable people to start with, but with [Frank Silvernail's] advice they should never make a single mistake from here on.

Frederic R. Gamble
President
American Assn. of Advertising Agencies
New York City

EDITOR:

A real golden spike that Silvernail. Three cheers to you . . .

Lawrence H. Rogers II
President
WSAZ Inc.
Huntington-Charleston, W. Va.

EDITOR:

. . . The industry's top trade magazine has now been bolstered by a top guy in every single respect.

Cecil Woodland
General Manager
WEJL Scranton, Pa.

EDITOR:

Frank Silvernail's association with BROADCASTING is good news . . .

There is not the slightest doubt about television and radio being thought of jointly by the buyer . . .

Wilbur M. Havens
President
WTVR (TV) Richmond, Va.

The Public's Taste Comes First

EDITOR:

. . . Jerry Feniger of Cunningham & Walsh [ADV. & AGENCIES, May 12] would undoubtedly prefer to program what he thinks the public should have, rather than what they obviously want. Heaven help him if he ever steps down from his ivory tower and tries to run a radio station!

The fact that the independents have made their greatest audience gain at the expense of the network stations would suggest that it's the network that should do some soul-searching.

It's not what you like or what I like, or even what Mr. Feniger likes. It's what the public likes that is all important . . .

Larry H. Lau
General Manager
KVAN Vancouver, Wash.

Denies Limited Appeal Charge

EDITOR:

I am tired of the continuing baseless criticism of music and news radio stations voiced by some industry people . . . on the notion that such stations appeal only to the so-called "pre-shave" set. But never has one of these critics produced the facts to substantiate this fantasy.

The reason is simple. All research evidence available confirms that these "modern" radio stations not only have a predominately adult audience but consistently draw more adult listeners than the old line soap opera network stations.

Frank G. Boehm
Vice President-Dir. of Research
Adam Young Inc.
New York City

Why Do They Do It?

EDITOR:

I'm a real old radio fan who started with a crystal set and kept going until not so long ago I took up television. My wife and I enjoy most of the programs but we can't figure out why. . . [there] are so many unnecessary things. We don't object to commercials although lots of them are crude and noisy and, in our opinion, don't cater to good taste or interest. What we object to:

The ballyhoo of so many masters of ceremonies which is usually overdone and resembles old-style low comedy. . .

Permitting audience applause to override introductions. . .

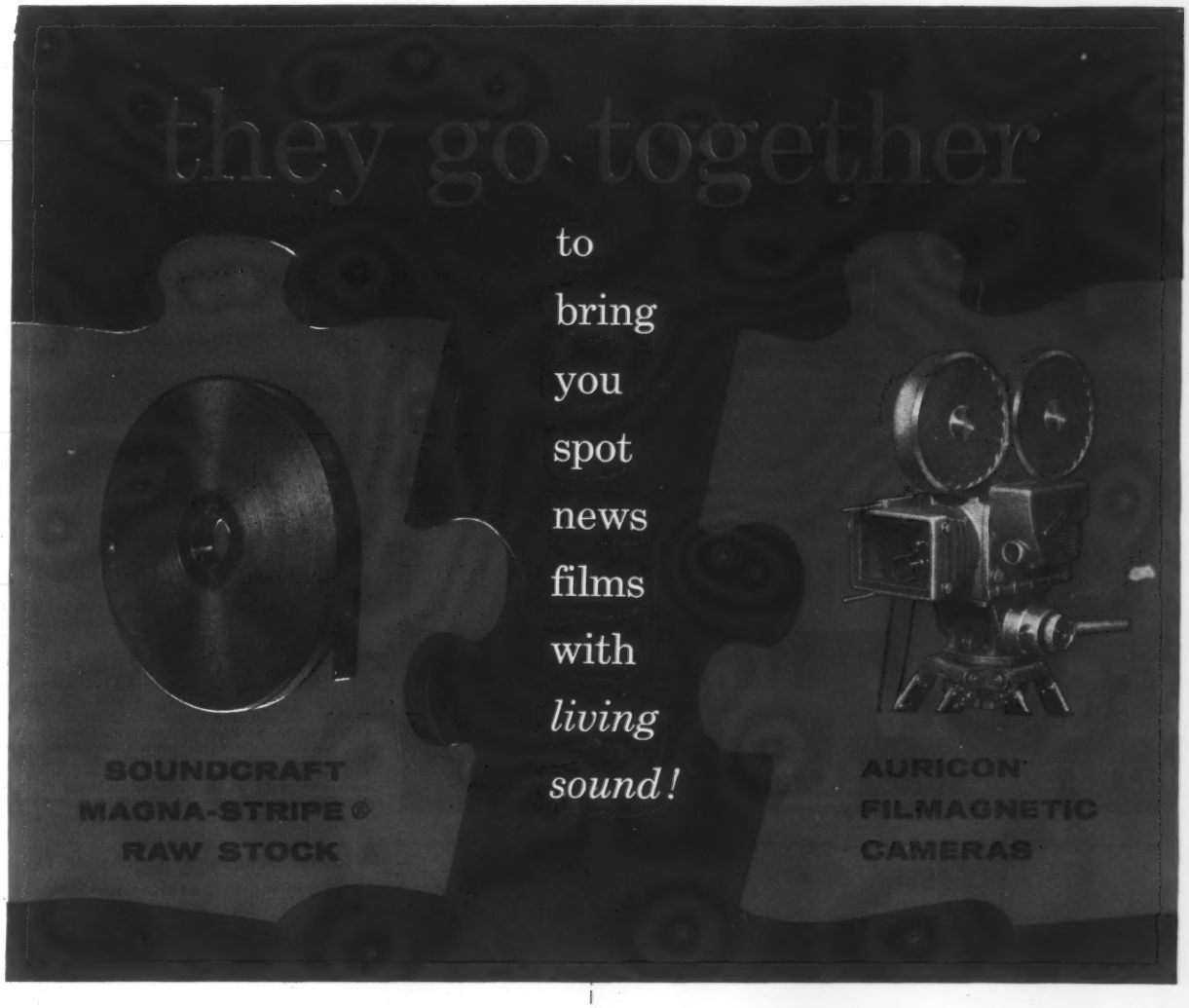
Interrupting a program for a commercial seems to have established a standard form of speech. Are there no other expressions than "right now"?

The blast of raucous music between scenes which obviously have changed. Music as such is well appreciated but not as a sound curtain to separate tv scenes when it often interferes with what follows. . .

An unseen announcer introducing the master of quiz and panel shows as "our star" when actually he is the host and moderator. . .

Emcees seeking audience applause by crying "give the little girl a big hand" . . . reminiscent of the old amateur nights in vaudeville.

Live audiences [which are not] kept in



16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe . . . perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.

REEVES SOUNDCRAFT CORP.
10 E. 52nd St., New York 22, N. Y.

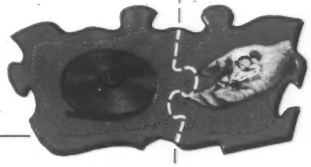
Name_____

Title_____

Firm_____

Street_____

City_____ Zone_____ State_____



AURICON DIV., BERNDT-BACH, INC.
6900 Romaine St., Hollywood 38, Calif.

☐ Please send new FILMAGNETIC Camera Information.

☐ I want to install FILMAGNETIC on my Auricon Model _____.

Name_____

Title_____

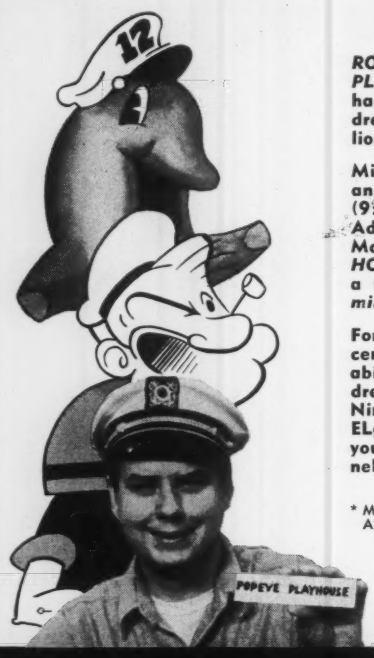
Firm_____

Street_____

City_____ Zone_____ State_____

R32

"JAXIE" SAYS, "You'll get TOP results from these TOP rated shows"



ROMPER ROOM with Miss Penny and POPEYE PLAYHOUSE with Skipper Al are hitting them hard with the *lowest-cost-per-thousand* children's shows in Jacksonville's rich $1½ billion market.

Miss Penny's ROMPER ROOM came up with an average rating of 13.0* for the full hour (9:00-10:00 AM) Monday through Friday. Add to that an average rating of 24.2* for Monday through Friday's POPEYE PLAYHOUSE (5:00-5:45 PM) and you'll see that a top audience can be reached through *one minute availabilities* on these shows.

For further information concerning one minute availabilities on these top children's shows, call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P.G.W. "Colonel".

* March, 1958 ARB ratings.

Represented by Peters, Griffin, Woodward, Inc.

NBC - ABC

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

DISCRIMINATING

buyers consistently buy the consistently proven lead TV station (KJEO-TV) in the fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

the background or hushed up completely. Their relayed applause isn't needed. . .

We shall continue to look and listen, although we may have to continue wondering why they do these things.

Carl H. Butman
National Press Bldg.
Washington

[EDITOR'S NOTE: Mr. Butman, now a consultant, served as secretary of the former Federal Radio Commission.]

That's Not Wright

EDITOR:

In its coverage of the FCC hearings on the Barrow Report, BROADCASTING states [GOVERNMENT, May 26] that Mr. John Wright submitted tables "to show that the spot rates for the eight affiliates [represented by CBS Tv Spot Sales] are higher in 75% of the time periods weekly."

Actually, the tables referred to were submitted as part of my testimony and showed that the network rates—not the spot rates—of these stations are higher in 75% of the time periods.

Glenn Marshall Jr.
President
WMBR-AM-FM-TV Jacksonville, Fla.

[EDITOR'S NOTE: Mr. Marshall is right; it was he, not Mr. Wright, who submitted tables to show that the network rates for the eight affiliates are higher in 75% of the time periods and the spot rates higher in only 19%, while rates were identical in 5% of the periods.]

Viewer Aversion to Meter Tv

EDITOR:

Your SPECIAL REPORT on community antenna tv May 12 was read with interest inasmuch as we are right in the middle of this hot subject.

J. P. Wilkins, president and general manager of KFBB-AM-TV, presented several reports on free versus pay tv and what might be expected in the way of service from both. These reports were simulcast and the response has been tremendous. Over 21,000 people wrote the station protesting any CATV or pay tv systems. Many thousands of these people outside the Great Falls metropolitan area realize that any local CATV system which endangers the ability of a local tv to survive would, in effect, deprive these urban thousands of television, should the local station discontinue operations. Of the 21,000 writing, less than 25 said they were dissatisfied with KFBB-TV service . . . a record that any tv station could be proud of.

These letters were sent to Sen. Magnuson May 21. Since that time, despite the fact there have been no further broadcasts on the subject, an average of 200 letters are received daily from people concerned over the threat that CATV and pay tv systems pose.

William E. Spahr
Assistant Manager
KFBB-AM-TV Great Falls, Mont.

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*Reg. U. S. Patent Office
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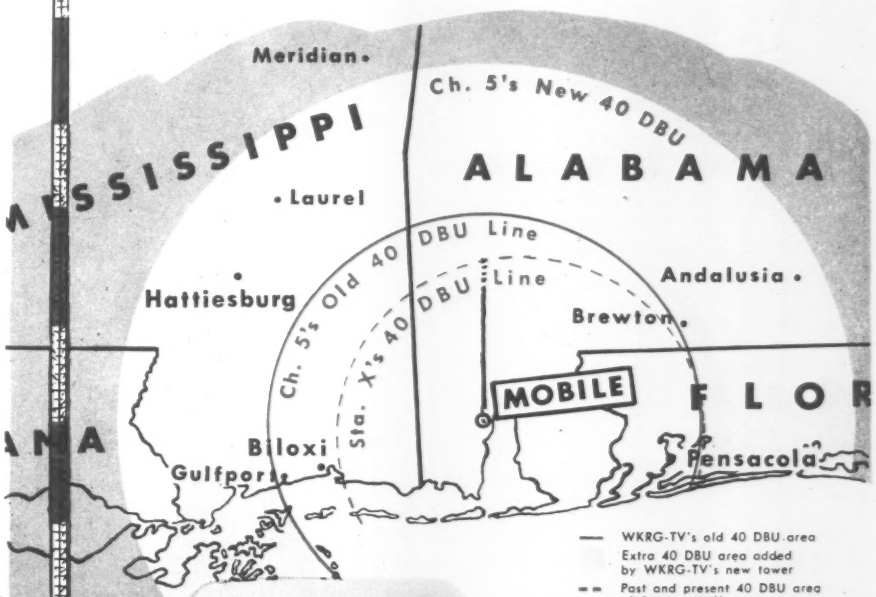
It just takes one *BIG* one...

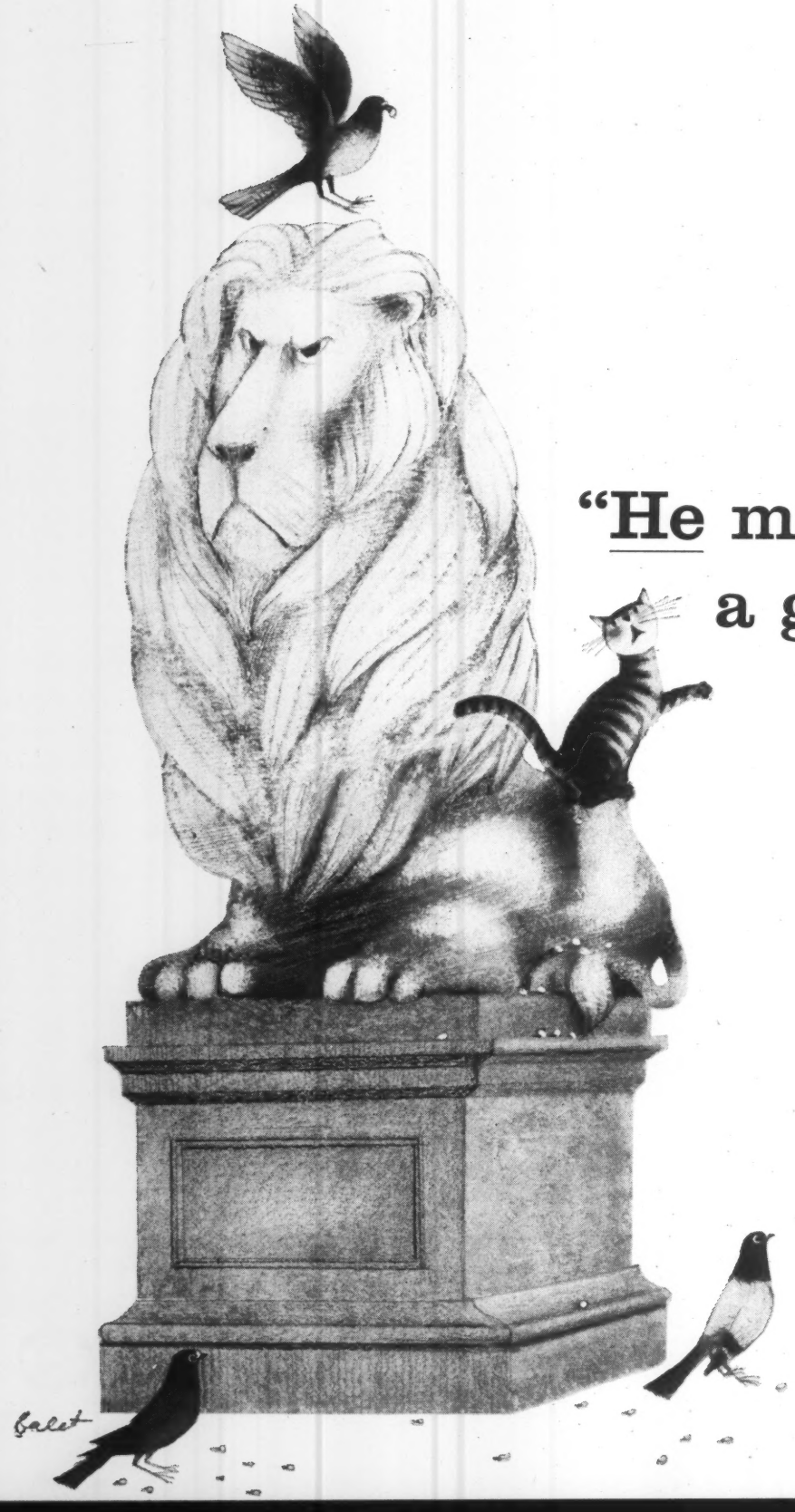
NO QUESTION ABOUT WHO'S LEADING THE FIELD IN MOBILE.
WKRG-TV is lengths ahead (Nielsen, ARB and Pulse) . . . continues to pull further and further in front.

NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE

Even before, Nielsen gave WKRG-TV *46,000 extra families* in the Mobile Market. Now, a new, maximum-height tower sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes . . . as the map below clearly shows. For full details of WKRG-TV's lead, call your Avery-Knodel man . . . or C. P. Persons, Jr., V.P. and Gen'l Mgr. of WKRG-TV.



CHANNEL 5 **WKRG-TV**
MOBILE, ALABAMA
Reps. Avery-Knodel
CBS

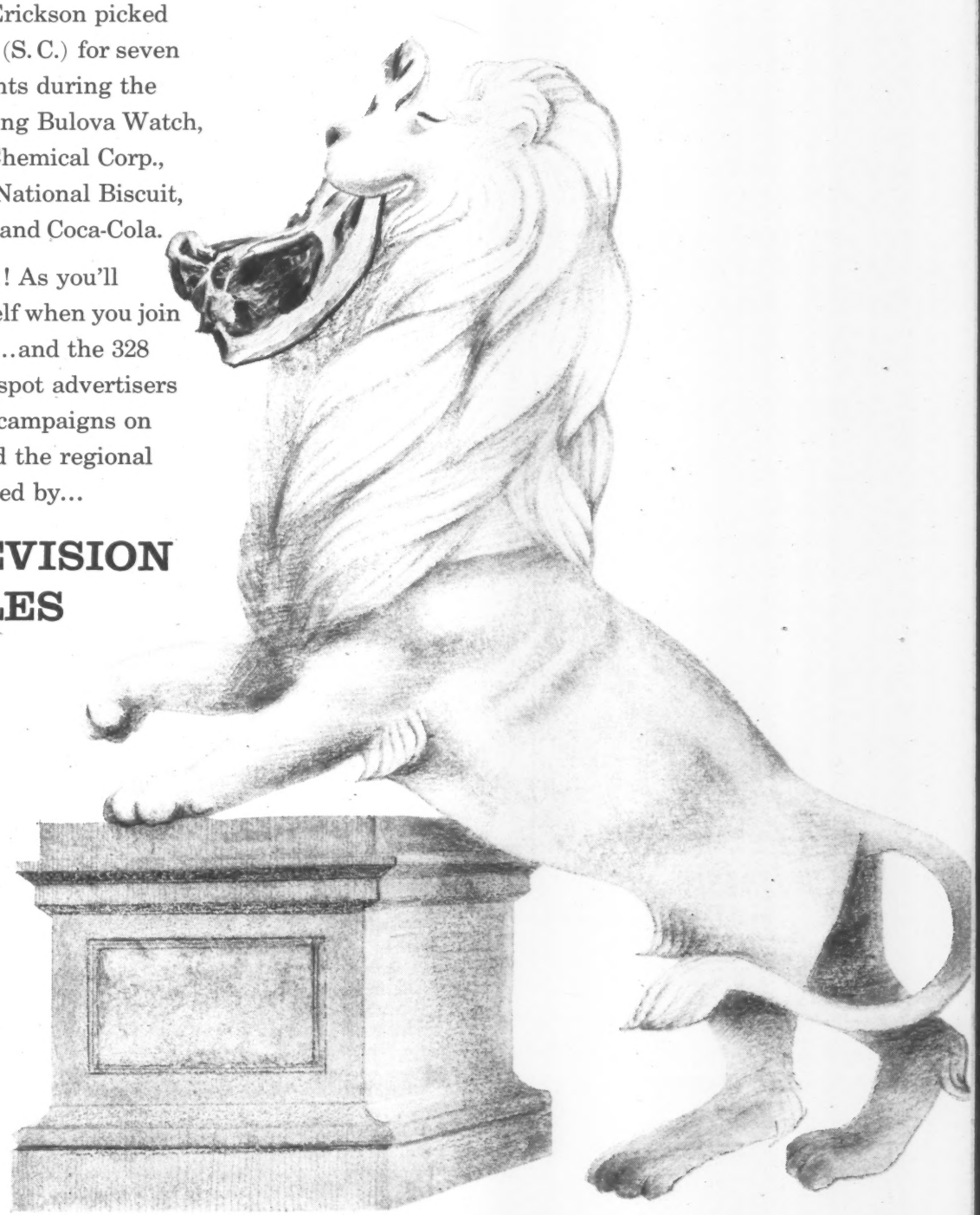


"He must know
a good spot"

McCann-Erickson timebuyers do too. Their skill in finding the most productive sales medium in each market is vital to some of the nation's most successful advertisers. Naturally, all media research data —supplied by their own researchers *and* by CBS Television Spot Sales —receive a thorough going-over.

Result? McCann-Erickson picked WBTW, Florence (S. C.) for seven of its major accounts during the past year...including Bulova Watch, California Spray-Chemical Corp., Liggett & Myers, National Biscuit, Esso Standard Oil and Coca-Cola.

Good spot to be in! As you'll discover for yourself when you join McCann-Erickson...and the 328 different national spot advertisers with current spot campaigns on the 14 stations and the regional network represented by...



CBS TELEVISION SPOT SALES

WCBS-TV New York
WHCT Hartford
WCAU-TV Philadelphia
WTOP-TV Washington
WBTV Charlotte
WBTW Florence
WMBR-TV Jacksonville
WXIX Milwaukee
WBBM-TV Chicago
KMOX-TV St. Louis
KGUL-TV Houston
KSL-TV Salt Lake City
KOIN-TV Portland
KNXT Los Angeles
and THE CBS TELEVISION PACIFIC NETWORK

For the entire month of March, 1958, Pulse, Inc., conducted a television audience study in Lubbock, Texas, based on 100,800 quarter-hour reports. The results of this Pulse study show that KDUB-TV continues to command the major share of television viewing in the Lubbock market with seven of the top ten once-a-week shows.

APRIL SET COUNT

KDUB-TV:	157,726
KPAR-TV:	91,994
KEDY-TV:	67,826
TOTAL:	317,546

K/DUB stations

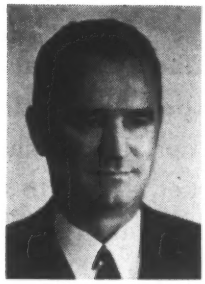
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

OUR RESPECTS

to David Channing Moore



WHEN the Schoellkopf cousins (Paul and Fred) of Buffalo were setting up the new Transcontinent Television Corp. in late 1955 their attention was directed to David Channing Moore of New York, a former official of International Business Machines who had just completed an important Pentagon assignment.

Mr. Moore had carried a bureaucratic title whose functional importance was well understood in Potomac circles—Special Assistant to the Assistant Secretary of Air, Materiel.

The Schoellkopfs and their associates had a definite set of specifications as they looked for the right man to serve as TTC president and as operating head of the young broadcast group. They wanted a president to direct the enterprise toward an important goal—the maximum allowable number of radio and tv station operations. They had in mind a man around 40 who combined business experience with a thorough knowledge of U. S. markets, executive ability and a sound backlog of service in sales and administration.

They offered the job to Dave Moore—a tall, suave, well-dressed and personable man who has been described as "a top-flight executive who looks the part." At the time Mr. Moore was enjoying a two-month breather after the Pentagon assignment and was considering an offer to return to IBM. Having spent his entire business life at IBM, the prospect of a young enterprise looked attractive. He accepted.

As a college student young David Moore had been interested in business, spending his summer vacations from Brown U., Providence, R. I., in New York as a junior salesman for IBM. At college he had served on the football squad and glee club besides holding high scholastic posts.

After receiving his Ph.B. degree in 1934 he went to work fulltime in the IBM assembly department at Endicott, N. Y., moving to the general sales department in 1935 and through successive steps as senior salesman, branch manager and eastern district manager. By 1941, when he took a leave of absence to join the Army, he had risen to assistant sales manager of an IBM division. He served three years in the Army Air Corps, entering as a second lieutenant and being discharged after 31 months overseas service. Currently he is a lieutenant colonel in the Air Force Reserve. He holds the Bronze Star, awarded by Maj. Gen. Claire Chennault for meritorious service and ground operations against the enemy. His assignments took him to Brazil, British Guiana, Ascension Island, the West Indies, India and China.

After World War II he returned to IBM and was named national sales manager of the time equipment division, a position he held until his Pentagon call in 1955.

AS TTC president, Mr. Moore runs a fast-developing electronic empire that comprises WROC-TV Rochester, N. Y.; WGR-AM-TV Buffalo; 50% of WSVA-AM-FM-TV Harrisonburg, Va., and 60% of WNEP-TV Wilkes-Barre and Scranton, Pa. This electronic cluster was acquired over an 18-month period, "Quite a history of acquisition," he feels.

Mr. Moore was born Sept. 20, 1919. His line of descent is distinguished, going back to Richard Channing Moore, an Episcopal bishop in Virginia, and Col. T. W. C. Moore, aide de camp to Gen. Sheridan. His great-grandfather, Gen. Francis E. Spinner, was Treasurer of the United States for 14 years, serving under Presidents Lincoln, Johnson and Grant. Moore Street in lower Manhattan was named after the family, which had large holdings on the island extending from the Battery to City Hall Park. The Moores sold holdings at West Point to the government for the Military Academy.

One of Mr. Moore's hobbies is music. He is a contract member of Broadcast Music Inc. In 1929 Bert Lown, now CBS station relations executive on the West Coast, plugged a Moore composition, "I Can't Understand," when the Lown band was appearing at the Biltmore Hotel, New York. Other compositions include "The Squadron Story," popular with Air Force personnel during World War II, and "This Is Bermuda," still a best-selling record on the island. His "Remember Bermuda" also was recorded.

He married the former Harriet Hamilton. They have three children—Mrs. William Little White; Ashley, a student at Briarcliff College, and T. Channing Moore, a junior at Hotchkiss School. They live in Bronxville, New York.

Mr. Moore is active in a number of clubs and social organizations. The list includes Circus Saints & Sinners, New York; University Club of New York City; St. Nicholas Society; Radio & Television Executives Society (board of governors); Grand Central Art Gallery; Young Men's Republican Club of Bronxville; American Legion, and 14th Air Force Assn. He is active in many civic groups in Bronxville. In 1954 he was campaign treasurer for Rep. Ralph W. Gwinn (Republican).

SPECIAL COMBINATION OFFER*

"FUNTIME"

You're invited to a . . .

POLKA PARTY

SCRIPTS:

26 quarter-hour shows—a sparkling, fast-moving, saleable package.

MUSIC:

Two of the best . . . Walter Solek's and Walt Jaworski's Polka Dance Bands performing dance-inviting polkas, obereks, mazurkas, Rheinlanders and other folk dances.

Music recorded for the SESAC Transcribed Library on high-fidelity 16" ET's. Perfect for your daily programming.

COMPLETE POLKA PACKAGE $49.50

Get Set to . . .

SQUARE DANCE

SCRIPTS:

26 quarter-hour programs—an action-packed, easy-to-sell, sure-fire series.

MUSIC:

Ed Durlacher and the Barnstormers . . . calling and playing square, quadrilles, contras and circles that will start both feet and sales jumping.

Square dance music on high-fidelity 16" ET's from the SESAC Transcribed Library. Can be used all year long.

COMPLETE SQUARE DANCE PACKAGE $49.50

***SPECIAL COMBINATION OFFER**

Both packages at the special price of

$75.00

. . . a saving to you of $24.00!

this special offer expires June 30, 1958

Be ready to sell your Summer Sponsors

ORDER NOW

use the attached order blank

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

SESAC INC.
10 Columbus Circle
New York 19, N. Y.

Please rush prepaid:

( ) "FUNTIME" package—(regular price $99.00) at the special price of $75.00

( ) "POLKA PARTY" package at $49.50

( ) "SQUARE DANCE" package at $49.50

Name & Title _____

Call Letters _____

Address _____

City _____ State _____

BM

NOW, YOU CAN TRIPLE YOUR AUDIENCE IN WASHINGTON!

If you currently sponsor a program on any of Washington's 4 TV stations, you can *triple* (or quadruple, even quintuple!) your weekly unduplicated audience with WRC-TV's 14/50 Plan—14 spots a week at a 50% discount. Here's an example: *(Source: A. C. Nielsen Co.)*

½-HR. NIGHTTIME TV PROGRAM		½-HR. PROGRAM PLUS 14/50 PLAN	
Percentage of homes reached per week	17.7	Percentage of homes reached per week	55.0
Number of homes reached per week	89,500	Number of homes reached per week	287,100
Average frequency per home per week	1.0	Average frequency per home per week	2.0
Total net cost per week	$1,590	Total net cost per week	$2,210

The only further proof you need is a hard-selling 14/50 Plan of your own on WRC-TV. Arrange for it now with your NBC Spot Sales representative.

NBC Leadership Station in Washington, D. C. Sold by NBC Spot Sales

WRC-TV 4

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 23 JUNE 9, 1958

FCC, JUSTICE DEPT. FLANK NETWORKS

● Justice tells FCC option time, program tie-ins are illegal

● Agrees it won't lower boom until FCC makes own findings

The FCC and the Justice Dept. admitted last week that they have joined forces for an out-of-court prosecution of the networks on antitrust charges.

Confirming what had been reported earlier [CLOSED CIRCUIT, May 12], FCC Chairman John Doerfer testified that Justice feels option time and purported tie-in practices by the networks are violations of the antitrust laws. For now, however, Justice is letting FCC carry the ball—until conclusion of the latter's current inquiry into network practices (Barrow study).

Confirming in turn what the FCC chairman said, antitrust chief Victor R. Hansen told BROADCASTING that "We are working with the FCC—we're not trying to impede it." Mr. Hansen said Justice and the Commission were now studying questions raised during the April huddle disclosed by the FCC chairman during testimony before the Senate Commerce Committee last week. It was believed he referred to the liaison now established with the Commission's network study staff working on the still-unpublished programming section of the Barrow Report.

Chairman Doerfer revealed the liaison in testifying before Sen. John W. Bricker (R-Ohio) on the latter's bill to bring networks directly under FCC jurisdiction (see page 54). He said that although Justice feels the two practices in question constitute antitrust violations, it was agreed to let the FCC complete its own study and decide whether they are in the public interest. The FCC then will submit its findings to Justice for an official ruling on antitrust violations.

If Justice then formally recommends that the two practices are illegal, the Commission will have no alternative but to declare them so, Mr. Doerfer stated.

(Also last week, Rep. Emanuel Celler [D-N. Y.] loosed a blast threatening renewed hearings by his antitrust committee unless the Commission moves quickly to ban option time, must buys and alleged program tie-ins. See below.)

The FCC-Justice meeting everybody was talking about occurred April 24. The Justice officials opened the conference, Mr. Doerfer said, with the statement that "their informal opinion was that option time was a violation of the antitrust laws *per se* . . ."

One of the reasons why Justice believes it would be better for the FCC to continue its present network proceedings and to work with the Commission is, according to Mr. Doerfer, that the Commission's action could come much more quickly than if Justice had to file an antitrust suit and fight it out in the courts.

It was also pointed out that, disregarding the question of antitrust violations, the FCC had the power to prohibit any network practice it finds against the public interest—and thus if it rules this way on option time, or program tie-ins, the question of antitrust may never come into the open to face litigation.

On the other hand, Mr. Doerfer stressed that if the Commission were to find that option time is needed by the networks in order to function and that it is in the public interest—and if the Justice Dept. formally rules that the practice is illegal—then the Commission must follow the Justice Dept.

FCC'S DOERFER JUSTICE'S HANSEN
THE NETWORKS WERE IN THE MIDDLE

recommendation, but can ask Congress to specifically exempt this practice from the antitrust laws.

Mr. Doerfer emphasized that it was his feeling that the Justice Dept.'s opinion on the illegality of option time and tie-ins was "in the sense of a tentative conclusion."

There are about 60 witnesses, Mr. Doerfer observed, who have made charges with the Justice Dept. against network practices. Some of them have asked to remain anonymous, he said.

"I objected to the use of that evidence unless they would submit themselves to cross examination," Mr. Doerfer explained.

Mr. Doerfer explained that it was his understanding that the Justice Dept.'s attitude was based first on the fact that option time gives networks a dominant position in the industry, and that the alleged practice of requiring that the network be allowed an interest in a program before it would buy it became illegal in the light of this dominance.

The programming section of the Barrow Report was never included in the massive two-volume document issued last October. This material is being collated and processed by the present network staff, and is scheduled to be issued as a separate report in the fall.

This newest development, it is believed, may set this schedule back further, perhaps until some time late this year, although Chairman Doerfer indicated last week that he hoped it would be available in "three or four months."

Mr. Doerfer also told the committee that it was planned to conclude the present Barrow hearings with Dean Roscoe L. Barrow and Dr. Jesse Markham, Princeton U. economics professor. This may be in July.

He also added that after the formal proceedings are completed, "it may take a considerable time to prepare the findings."

Rep. Celler unloosed his salvo at the FCC on Tuesday, with charges that the Commission was dilatory "in what appears to be a deliberate effort to refrain from taking action to ban these various restrictive and anti-competitive practices."

"Further foot-dragging by the FCC on these vital matters can no longer be countenanced," Mr. Celler declared.

He stated that the committee will reopen hearings "should there be further unjustified delay by the Commission."

Mr. Celler referred to the 1956-57 hearings by his House committee and its report of June 10, 1957, which found that option time "appears" to have a marked similarity to block booking practices in the movie industry outlawed by the Supreme Court.

Judge Hansen appeared before the Celler committee in 1956. At that time he stated that antitrust lawyers in his office thought that option time may be a violation of the antitrust statutes [GOVERNMENT, Sept. 17, 1956].

In November 1957, Judge Hansen told BROADCASTING that the government was still investigating network practices and still felt that option time and alleged program tie-ins were illegal, but that he felt that the Commission should be permitted to conclude its network study and rule itself on these practices before the Justice Dept. should step in [GOVERNMENT, Nov. 11, 1957].

REVSONS SPLIT; REVLON INTACT

The split-up of the Revson brothers of Revlon Inc., expected for some time, was made formal last week. Charles H. Revson, president of the firm, announced the resignation of Martin E. Revson as executive vice president, attributing it to personal differences.

A two-sentence news release reported the end of a close relationship in which the two had worked to spiral Revlon Inc. from a one-room lab into a sprawling cosmetics empire with annual net sales estimated in excess of $100 million.

Behind this announcement lay deep speculation about what had led to the rupture between the brothers Revson after 26 years—a split that was said to have direct bearing on future advertising plans and policies. To be certain, last week's mysterious manipulations at Revlon headquarters in Manhattan tended to lend further credence to *Time* magazine's recent contention that older brother Charles Haskell Revson was perhaps "the most feared, cheered and jeered advertising client since the late George Washington Hill . . ."

Though no one at Revlon Inc. or its numerous agencies would comment officially, there was no doubt that only one man could actually say what had led to the break and that man was not talking. Word of the impending split had been making the rounds of New York's advertising precincts for over a month. Recently Wall Street informants reported that Charles had bought up his brother's share of the 950,000 Revlon holdings the brothers were reputed to have owned jointly—shares estimated at total worth of about $25 million—out of the firm's total 2.7 million shares. And while the phrase "personal differences" led to all sorts of speculation, reliable sources suggested last week that the areas of conflict could be narrowed down to two spheres: (a) advertising operations and (b) product diversification.

Neither sphere seemed clearly defined. But seasoned advertising executives, long exposed—directly or indirectly—to Charles Revson's predilection for the flamboyant, felt that the friction, long abuilding might have grown out of Martin Revson's conservative and scientific approach to the business. One put it succinctly: "There's room up there for only one genius — and that's Charles." Martin Revson leaves open the post of marketing chief—advertising, merchandising, sales promotion and diversification.

No sooner had the first shockwave died on Madison Avenue than a second tremor was being felt by Revlon's agency quintet. Twenty-four hours after announcing Martin Revson's resignation came news release No. 2 stating Revlon had hired a sixth agency and that, furthermore, it would shuffle products among the others. The newcomer is an agency known primarily for its work in direct mail and inquiry response advertising techniques.

Maxwell B. Sackheim & Co., New York, which now will take over Clear-O-Dan shampoo (a product originally assigned to Emil Mogul Co.) can be called a "dark horse." Its work in the package goods field has been, to all intents and purposes, insignificant. Heavy on publishing firm accounts, mail order "clubs" (CBS Inc.'s Columbia Records Club, The Literary Guild, Music Treasure's of the World, etc.), Sackheim has made little use of tv-radio but when it has, it has been "remarkably effective," according to one major client, Time Inc. (It is a little known fact that while Young & Rubicam is credited with being Time Inc.'s agency, it is Sackheim that has handled *Time* magazine's radio drives). For *Time* and for Jackson & Perkins (rose growers), Newark, Sackheim has perfected a form of "direct mail radio" campaigning that Revlon now hopes to use on behalf of Clear-O-Dan. Its billings at the outset will be "small" but should jump considerably after undergoing test runs on radio-tv.

Of the five remaining agencies, only one shop will be left unaffected by the latest Revlon gyrations: Charles W. Hoyt Co., New York, which inherited Revlon's ethical advertising billing from Noyes & Sproul, New York, last January.

REVSONS IN HAPPIER DAYS
CHARLES (l) WILL GO IT ALONE

Emil Mogul Co., New York, will increase aggregate billing despite its losing Aquamarine spray and Silken Net spray. It will gain Satin Set—currently Revlon's No. 1 hair product—and Top Brass deodorant for men. It already has Top Brass hair cream. Gaining Aquamarine spray (Mogul retains the rest of the Aquamarine line) as well as Silken Net is C. J. LaRoche & Co., which is giving up Satin Set. It also loses Clean and Clear facial cleanser, which goes to Warwick & Legler as do Silicare lotion and hand cream (out of Dowd, Redfield & Johnstone). DR&J gains no new product at this time, but LaRoche is due for two new facial creams, presently unnamed.

Warwick & Legler, which last fall inherited the plum of the Revlon billings from BBDO [ADVERTISERS & AGENCIES, Sept. 23, 1957], remains the pivotal nucleus of Revlon's agency set-up, gaining a third product, also a face cream. W&L remains agency of record on CBS-TV's *$64,000 Challenge*, which next season moves into the Sunday, 10-10:30 p.m. time slot with P. Lorillard Co. (companion program, *$64,000 Challenge*, now on Sundays, is dropped effective September). W&L also will service the new *Bid 'n' Buy* panel quizzer that takes a try-out run this summer in the former *Question* Tuesday night period on CBS-TV. Should this show "make it"—says advertising vice president George J. Abrams—Warwick & Legler will place the show this fall.

LaRoche, last year's agency of record on the abortive ABC-TV-Desilu *Walter Winchell File* and CBS-TV's *20th Century-Fox Hour* will be assigned agency responsibility for the new *Garry Moore Show* on CBS-TV next season. The Tuesday, 10-11 p.m. program seeks a co-sponsor with Revlon.

The surprising divorce of the Revson brothers ends the family enterprise that began in a one-room office in 1932 when the two teamed up with a third brother, Joseph (now retired), and chemist Charles Lachman—the "L" in Revlon. They parlayed a $300 investment into a multimillion-dollar cosmetic empire, claimed to be the world's largest. Its success was predicated on the theory that cosmetics should be promoted as style items, not mere beauty aids. In that time, advertising expenditures were hiked from zero to an estimated $20 million of which tv-radio takes more than 50%. Primarily a network advertiser, Revlon in 1958 promises to use more spot on behalf of such products as Hi and Dri roll-on deodorant and Clear-O-Dan.

Speculation centered late last week on Martin Revson's successor. Most likely candidate seemed to be Mr. Abrams but he dismissed these reports as "premature." Advertising's voice in Revlon's future management is slated to be louder: for example, William Mandell, advertising manager, has quietly moved up to assistant to the president. Succeeding Mr. Mandell is William F. Siegel, advertising director of Coty Inc. Should Mr. Abrams move into the executive vice presidency, as has been suggested, Revlon would probably go outside of the corporation for a new advertising vice president.

As to Martin Revson's plans, there was only conjecture. Following Wall Street reports that Mr. Revson had bought 'substantial holdings" in Parke-Davis & Co., Detroit, there were reports he would be joining that pharamaceutical house. Another report had it Mr. Revson would purchase an interest in an advertising agency. Neither could be substantiated last week.

This Is Revlon's Agency Team And Products Serviced by Each

With Revlon's product line undergoing rapid expansion it is becoming more difficult by the day to keep tabs on who handles what. Here is an agency breakdown:

• Warwick & Legler: Futurama lipsticks and nail enamels, Touch 'n' Glow eye make-up, rouges and manicuring aids, Clean and Clear silicare lotion and hand cream, Living Curl hair spray and unnamed face cream, Christmas gift sets. (Tv functions: "tune-in" ads for Revlon's network programs, production on *Question* and *Bid 'n' Buy*.

• C. J. LaRoche: Clearaway acne preparation, Seven Wonders face cream, Love Pat, Moon Drops creams, Liquid Asset face lotion, Intimate colognes and Aerosol sprays,

WHO'S ON SECOND?

Status of *Bid 'n' Buy*—New Revlon show slated to go into the Tuesday, 10-10:30 p.m. slot on CBS-TV in lieu of *$64,000 Question,* on hiatus this summer—was "very much up in the air" Thursday. Warwick & Legler, Revlon agency, charged with production on the new John Guedel-Flying-A package quiz, admitted that "nothing was set" but claimed that the decision "was between Revlon and CBS." Apparently the network feels *Bid 'n' Buy* isn't of substantial strength to go out under the CBS label and late Thursday Revlon advertising officials were understood to be closeted with CBS officials in an effort to arrive at a solution. W & L's position: "Until we're notified otherwise, *Bid 'n' Buy* is scheduled for Tuesdays."

Revlon "treatment" cosmetics (Second Nature, Build Up, White Sable), Aquamarine spray, Silkenet hair spray, two new facial creams. (Tv functions: agency of record on *Garry Moore Show.*)

• Emil Mogul Co.: Aquamarine lotion, Top Brass deodorant for men, Top Brass hair cream for men and future men's line products now in lab stage, Hi and Dri roll-on deodorant for women, Home Beautiful room deodorizer, Esquire shoe cleaners and waxes (Knomark Mfg. Div.) and Satin Set spray. (Tv function: participation in network programming plus placing radio-tv test campaigns in spot.)

• Dowd, Redfield & Johnstone: Eye Fresh eye drops, Thin Down reducing pills, Sun Bath sun oil, Baby Silicare powder and lotions, Hi-Gloss lacquered hair spray. (Tv function: see Emil Mogul Co.)

• Maxwell B. Sackheim & Co.: Clear-O-Dan medicated shampoos.

• Charles W. Hoyt Co.: Femicin menustral pain reliever and ethical advertising (Thayer Labs Div.).

Of indefinite status are the following products, either temporarily shelved or about to be reassigned: Fine and Handy liquid detergent (temporarily at Warwick & Legler), Fire and Ice fragrances (presently at LaRoche), and sponge cake makeup (now assigned to DR&J).

Starlac Account Puts D-F-S Near $100 Million Billing

Dancer-Fitzgerald-Sample, New York, last week picked up the $2 million Starlac account from Young & Rubicam, New York, which handles most of the Borden Co.'s advertising. Starlac is Borden's nonfat dry milk product.

Though not a coup of the Frigidaire variety, the Starlac acquisition is noteworthy as the third new account acquired by D-F-S in less than two months. It sets the D-F-S billing pace nearer the select $100 million per year category.

D-F-S current rate of yearly billing is over $90 million, counting in Frigidaire's $6 million (national) acquired in May and the Swift & Co.'s $1.5 million as well as the new Borden business. Applying the general breakdown used by the agency of 60% of its billing in broadcast media, its radio-tv billing now shoots over the $50 million mark.

Lever, Pharmaceutical Back Gleason Comeback

- **Half-hour 'spectacular' set**
- **Budget near $100,000 per show**

Two major advertisers—Lever Bros. and Pharmaceuticals Inc.—next fall will back what reportedly will be the most expensive regularly scheduled live half-hour television series in tv's history.

The program will mark the return to tv of comic Jackie Gleason (his services are under contract to CBS-TV). As explained last week, the show will "telescope" the former hour *Jackie Gleason Show* into a 30-minute, but "spectacular," format. Lever and Pharceuticals will place the comedy-variety program in the Friday 8:30-9 p.m. period on CBS-TV, starting Oct. 3. They will sponsor the show on alternate weeks.

MR. GLEASON

The program's cost (production-talent, not time) will fall somewhere between $70-100,000 per show—and a spokesman last week placed the figure "closer to $100,000 than $70,000." Up to now the highest-budgeted regular five half-hour program series have been estimated in the $55-60,000 range. The advertisers have signed for 26 weeks. Taking $90,000 as a possible production cost for a single show, the entire series would call for a budget over the $2.3 million mark.

Agency negotiating for Lever was J. Walter Thompson, New York (Lever has six agencies handling its 18 products). Although JWT services Lever on four products—Rinso, Lux Liquid, Lux toilet soap and Stripe toothpaste—other products as represented by Lever's divisions can voice interest in participation on the show.

Pharmaceuticals, via Parkson Adv., will use Geritol, Sominex and some of its J. B. Williams' product line on the program. Pharmaceuticals, not as weighty in network tv as Lever but nonetheless a major network tv advertiser, has been active in reforming its lineup of shows for next fall [CLOSED CIRCUIT, May 5].

The advertiser has had approximately $14 million in network tv this year, a figure expected to be higher next year. The company next fall gives up its Saturday 10-10:30 p.m. slot on NBC-TV; *Ted Mack Amateur Hour* now in that period runs through this summer. Its entry into an alternate-week arrangement for Jackie Gleason reflects Pharmaceuticals' trend toward that type of sponsorship. Once the sole sponsors of *To Tell the Truth* (CBS-TV, Tuesday, 9-9:30 p.m.), Pharmaceuticals now has sold off alternate weeks to Philip Morris for Marlboro cigarettes. Its only single sponsorship remaining is *Twenty One* on NBC-TV which will be seen on Thursdays 8-8:30 p.m. next fall.

It was learned last week that Pharmaceuticals is negotiating for additional time on CBS-TV, a nighttime half-hour show and certain daytime periods.

Details of format and cast are still to be worked out on the new Gleason series. Mr. Gleason will be returning to network tv after an absence of 16 months. His former Saturday night series on CBS-TV started in September 1952 and was terminated at his request in June 1957.

'Specials' No Bargain, ABC-TV Study Holds

The tv "special" isn't really anything special in terms of cost efficiency, the ABC-TV research department contended last week in a special report [CLOSED CIRCUIT, June 2].

Where the cost-per-thousand per commercial minute for the average half-hour weekly program is $3.39, the report asserted, the comparable cost for the average once-a-month special is $4.29, A. C. Nielsen Co. cost analysis data was cited as source for the figures.

By program types, the average cost-per-thousand per commercial minute for weekly half-hour shows was given as follows: western drama $2.62; quiz and audience participations $2.83; general drama $3.14; situation comedy $3.45; suspense drama $3.62; variety $4.28 and adventure $3.67.

The cost of four weekly half-hours is approximately the same as the cost of one special the report asserted putting the cost of the former at $344,724 and the latter at $353,600. "But four weekly programs reach far more different homes than does one special," the report continued. On this score the number of different homes reached in four weeks was placed at 18,771,000 in the case of the average weekly half-hour and 15,838,000 for the average special.

In terms of sales impressions, the report said the average evening half-hour makes 101,640,000 in four nights as against 80,498,000 for the once-a-month special.

The research department—whose network is light on specials as compared to its competitors, despite ABC signing of Bing Crosby last week for two specials a year (see story page 87)—did not conclude that there is no place for specials. Instead it said:

"Specials serve a function—they attract attention, are useful for introducing a new product, celebrating a special occasion, etc. In other words, specials are effective when they are truly *special.* However . . . as a regular and continuing advertising effort, a series of weekly telecasts is a superior advertising vehicle. It is this more conventional programming that allows an advertiser to place his sales message before the greatest number of prospects the greatest number of times at the lowest costs."

Harrington West-Bound To Be HC&M Chairman

Eugene I. Harrington, who eight years ago merged his San Francisco agency with Fletcher D. Richards Inc., last week quit the New York agency and its presidency (earned in 1955) to return to the West Coast. The move admittedly caught agency Chairman Fletcher D. Richards by surprise. He denied Mr. Harrington was leaving on account of a "rift" by pointing out that Mr. Harrington had received "a most attractive offer out there."

MR. HARRINGTON

The offer: board chairman of Honig, Cooper & Miner, Los Angeles, which on July 1 becomes Honig-Cooper, Harrington & Miner. It would be that agency's third name change this year, having originally been Honig-Cooper until its merger with the Dan B. Miner Co. The $15 million agency has offices in Los Angeles, San Francisco and Seattle, servicing such broadcast advertisers as Procter & Gamble's Clorox Div. and Star-Kist tuna.

Mr. Harrington said that "they (HC&M) made me a very attractive offer. . . . All of this has happened quite suddenly."

Mr. Richards will assume the presidency of the Richards agency for the time being. He said it was not a "pro-tem" office but, on the other hand, "nothing permanent, either." Reports that Sherwood Dodge, ex-Foote, Cone & Belding New York general manager who joined Richards as executive vice president last summer, would be named president were dismissed as "decidedly premature" by Mr. Richards.

Meanwhile, Fletcher D. Richards announced the amalgamation of Tandy Adv. Agency Ltd., Toronto, with the Richards office in Montreal. The result is a new agency, Tandy-Richards Adv. Ltd.

The "amalgamation"—so called because Tandy-Richards Adv. is a Canadian-chartered firm "affiliated" but not owned outright by Fletcher D. Richards—combines three major Canadian accounts, all broadcast time users; Sun Oil Co. (Tandy), Studebaker-Packard Corp. (Tandy) and U. S. Rubber Co.'s Canadian subsidiary, Dominion Rubber (Richards).

Multiple-Set Question Goes Into 1960 Census

The radio and tv homes count in the 1960 decennial census of the United States will show multiple-set homes.

On top of the announcement by the Census Bureau that radio had been restored to the 1960 enumeration after it had been thrown out a few weeks before [ADVERTISERS & AGENCIES, June 2], the bureau disclosed that the 1960 broadcast question will provide for the first time this additional data on homes with more than one radio and/or tv set.

The radio-tv questions will be phrased to include check blanks for none, one and two-or-more sets. This will break down each type of home—non-radio or tv, single radio or tv set; multiple sets—by metropolitan areas, counties and states.

A new compilation of estimated tv sets by cities, counties and states is being completed by Advertising Research Foundation. It is based on Census Bureau samples of tv homes plus Nielsen and other data [CLOSED CIRCUIT, June 2], and will be ready in a few weeks.

NAB and broadcast stations generally have requested that the 1960 census include circulation figures for fm, battery portable and auto radio receivers. They have also asked color tv and uhf-vhf breakdowns.

The Census Bureau has said informally that the cost and trouble involved in counting fm, uhf-vhf and color sets would be prohibitive and it has applied a similar argument to suggestions that battery portables and auto sets be counted.

Several weeks ago FCC Comr. Robert E. Lee, defense commissioner, asked the Census Bureau to include battery portables and fm receivers in the 1960 census. The bureau turned down his request.

RADIO HOME-RUN

In a day when a too-cautious attitude towards advertising is poor business, a small realty firm in Cleveland showed positive thinking and hit a radio bonanza of nearly a million dollars worth of home sales. The results were accomplished in two weekends with a radio spot campaign placed by Paul C. Warren Adv., Cleveland.

Fazio Realty, a two-man office, came to Warren Adv. with a modest advertising budget for a housing development. The agency scheduled 85 spots on Cleveland's WDOK, WHK and WJW the first weekend, with Fazio subsequently reporting 26 homes sold. The next weekend a package of 50 spots ran on WDOK and a "sold-out" sign went up at the development. Final tabulations by Warren Adv.: 50 homes sold @ $17,500; cost to the client: $1,020.

TV'S HARDIEST MAKES 10-YEAR MARK

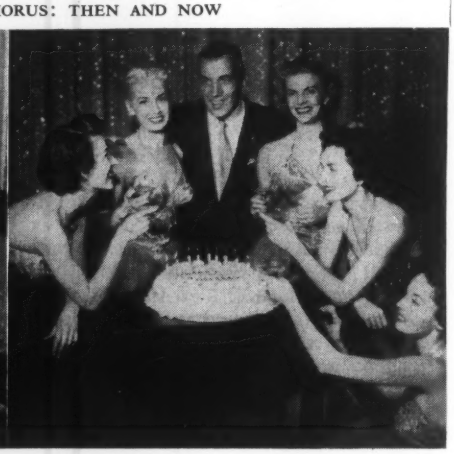
After 10 years, $35 million advertising dollars and 520 tv programs, Ed Sullivan last night (Sunday) clocked a milestone on the longest run in commercial television—a decade of continuous sponsorship by a single advertiser on an hour-long network show.

The show started June 8, 1948, with a 9-city list. It's now on 200 stations. Mercury came in as sponsor in March 1949, now is in its 10th season.

The show will formally celebrate its 10th anniversary on June 22. Among the stars to honor Mr. Sullivan on the show will be Jackie Gleason, Phil Silvers, Teresa Brewer, Maurice Chevalier, Sophie Tucker, Walt Disney, Victor Borge, Margaret Truman, Ben Hogan and Johnnie Ray.

In conjunction with the celebration, Kenyon & Eckhardt, agency for Mercury, is conducting an Ed Sullivan tenth anniversary station promotion managers contest in which the top award will be a 1958 Mercury Commuter station wagon. The agency's media department has divided the stations into four categories. For the best proof-of-promotion in each category the winners will receive $500. In addition, one of the $500 winners, judged the best over-all, will receive the station wagon for his station.

ED SULLIVAN AND CHORUS: THEN AND NOW



Tv Audience Up 5.4%, Nielsen Survey Shows

Television gained 5.4% in viewing audience and 10% in viewing hours during the past year, A. C. Nielsen Co. reports in a study announced today (Monday).

The report shows that 95% of all U. S. television homes use their sets during a typical week. This comes to 40,163,000 households as compared to 38,082,000 in the comparable winter week of 1957.

The average home, according to Nielsen figures, watches television 43 hours and 12 minutes a week for a total of 1.74 billion hours of home watching per week. A year

ago the average came to 41 hours and 31 minutes per week and the weekly total was 1.58 billion hours.

The study distributes the weekly tv activity thus: 12% is done in the morning between 6 o'clock and noon; 27% between noon and 6 p.m.; 57% between 6 p.m. and midnight, and 4% after midnight.

Although after-midnight viewing represents a relatively small percentage of total viewing, Nielsen officials said, almost 22 million different homes—more than half of all tv homes—do watch television after midnight at some time during the week, averaging three hours of post-midnight viewing per week.

The study also notes that during the single morning hour from 8 to 9 a.m. the weekday audience mounts up to 13 million different homes in the course of a week. During the average minute of this hour some five million homes are watching.

The tv report is a counterpart to the 1958-vs.-1957 report on radio listening, issued a week ago, in which Nielsen found the weekly radio audience up 8% [ADVERTISERS & AGENCIES, June 2].

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for April 26-May 10

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *Gunsmoke*	18,834
2. *Tales of Wells Fargo*	17,071
3. *Ed Sullivan Show*	15,007
4. *I've Got a Secret*	15,007
5. *Danny Thomas Show*	14,663
6. *Perry Como Show*	14,620
7. *Have Gun, Will Travel*	14,405
8. *Wagon Train*	14,362
9. *Restless Gun*	14,319
10. *Cheyenne*	13,674

Rank	% Homes*
1. *Gunsmoke*	44.9
2. *Tales of Wells Fargo*	40.8
3. *Ed Sullivan Show*	35.7
4. *I've Got a Secret*	35.6
5. *Restless Gun*	35.4
6. *Danny Thomas Show*	35.1
7. *Perry Como Show*	34.8
8. *Have Gun, Will Travel*	34.6
9. *Wagon Train*	34.5
10. *Cheyenne*	34.3

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	17,931
2. *Tales of Wells Fargo*	16,039
3. *I've Got a Secret*	13,932
4. *Danny Thomas Show*	13,717
5. *Have Gun, Will Travel*	13,674
6. *Restless Gun*	13,158
7. *Wyatt Earp*	12,642
8. *Twenty-One*	12,513
9. *GE Theatre*	12,470
10. *Red Skelton Show*	11,782

Rank	% Homes*
1. *Gunsmoke*	42.8
2. *Tales of Wells Fargo*	38.3
3. *I've Got a Secret*	33.1
4. *Have Gun, Will Travel*	32.9
5. *Danny Thomas Show*	32.8
6. *Restless Gun*	32.5
7. *Wyatt Earp*	31.2
8. *GE Theatre*	30.4
9. *Twenty-One*	29.9
10. *Red Skelton Show*	29.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

TOP NETWORK PROGRAMS

Tv Report for April

Once-A-Week

Rank	Rating April	Rating March
1. *Gunsmoke*	39.9	38.7
2. *Perry Como*	38.6	37.3
3. *Danny Thomas*	31.2	32.6
4. *Playhouse 90*	30.9	36.6
5. *Loretta Young*	29.5	29.2
6. *Have Gun, Will Travel*	29.4	28.8
7. *Alfred Hitchcock*	28.8	
8. *Lineup*	28.8	26.8
9. *Tales of Wells Fargo*	28.5	27.1
10. *Restless Gun*	28.1	26.1
11. *Person To Person*	27.3	26.1
12. *Wyatt Earp*	27.1	27.7
13. *Phil Silvers*	27.0	
14. *Cheyenne*	26.6	
15. *Groucho Marx*	26.6	28.8
16. *What's My Line*	26.1	
17. *Dinah Shore*	26.2	
18. *GE Theatre*	26.2	
19. *December Bride*	26.0	28.1
20. *Maverick*	25.5	

Multi-Weekly

Rank	Rating April	Rating March
1. *Mickey Mouse Club*	17.0	17.6
2. *CBS News*	12.4	12.5
3. *Price Is Right*	11.7	11.4
4. *Art Linkletter*	11.3	11.7
5. *American Bandstand*	10.8	10.1
6. *Queen For A Day*	10.0	11.2
7. *Captain Kangaroo*	9.5	9.4
8. *Guiding Light*	9.5	9.7
9. *Search For Tomorrow*	9.3	9.5
10. *Verdict Is Yours*	9.3	9.8

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for May 1-7

Rank	No. Homes (000)
1. *Perry Como Show*	13,697
2. *Gunsmoke*	13,193
3. *Tales of Wells Fargo*	12,494
4. *Danny Thomas Show*	11,850
5. *Wyatt Earp*	11,337
6. *Restless Gun*	10,842
7. *Lineup*	10,547
8. *Have Gun, Will Travel*	10,530
9. *I've Got a Secret*	10,416
10. *Schlitz Playhouse*	10,155

Rank	% Homes
1. *Perry Como Show*	39.3
2. *Gunsmoke*	37.2
3. *Tales of Wells Fargo*	36.2
4. *Wyatt Earp*	35.3
5. *Danny Thomas Show*	33.6
6. *Restless Gun*	33.1
7. *Have Gun, Will Travel*	30.5
8. *Lineup*	30.1
9. *Schlitz Playhouse*	29.6
10. *I've Got a Secret*	29.1

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors, Mon.-Fri. 3-3:30, 4-5 p.m.

Captain Kangaroo (CBS-114): participating sponsors, Mon.-Fri. 8-9 a.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Cheyenne (ABC-99): General Electric (Y&R), alt. Tues. 7:30-8:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R), alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates), alternating, Sat. 9:30-10 p. m.

Alfred Hitchcock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got A Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lineup (CBS-162): Brown & Williamson (Bates), Procter & Gamble (Y&R), alternating, Fri. 10-10:30 p. m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Groucho Marx (NBC-179): Toni (Tatham-Laird), Desoto (BBDO), Thurs. 8-8:30 p.m.

Maverick (ABC-72): Kaiser Industries (Y&R), Sun. 7:30-8:30 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.

Person to Person (CBS-179): Time Inc. (Y&R), Amoco Gas (Katz), Hamm Brewing (C-E), Fri. 10:30-11 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-118): participating sponsors. Mon.-Fri. 11-11:30 a.m.

Queen For a Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Schlitz Playhouse (CBS-141): Schlitz beer (JWT), Fri. 9:30-10 p.m.

Search For Tomorrow (CBS-129): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Dinah Shore Show (NBC-179): Chevrolet (C-E), Sun. 9-10 p.m.

Red Skelton Show (CBS-190): Pet Milk (Garner), S. C. Johnson & Son (FC&B), Tues. 9:30-10 p.m.

Ed Sullivan Show (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Tales of Wells Fargo (NBC-147): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Twenty-One (NBC-150): Pharmaceuticals Inc. (Parkson), Mon. 9-9:30 p.m.

Verdict Is Yours (CBS-118): participating sponsors, Mon.-Fri. 3:30-4 p.m.

Wagon Train (ABC-152): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8:30 p.m.

What's My Line (CBS-157): Helene Curtis (M-E), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young Show (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

Tv Turns the Tide For Dodger's Stadium

On Sunday, June 1, something new was added to television and to politics. At 5:30 p.m. the Tax Payers Committee for Yes on Baseball began an eight-hour telethon on KTTV (TV) Los Angeles. The purpose: To persuade the viewer voters of the city to ratify the deal their city council had made with Walter O'Malley, owner of the Los Angeles Dodgers, for a parcel of land in Chavez Ravine as a stadium site.

With Joe E. Brown, wide-mouthed comedian, ardent baseball fan and chairman of the committee as master of ceremonies, the "Dodgerthon" presented an assortment of notables that included Jack Benny, E. Talbot Callister of the Los Angeles Chamber of Commerce, Laraine Day, Chester Quon of the Chinese Chamber of Commerce, George Burns, Dr. Lyman A. Brewer of the County General Hospital, Jerry Lewis, councilwoman Rosalind Wyman, Debbie Reynolds and scores of singers, actors, athletes, musicians, sportscasters and representatives of civic, patriotic and political organizations. A few sang or performed but the great majority just presented their reasons for favoring approval of the contract.

From time to time the show left the KTTV studio for the airport where announcer Steve Bailey let individuals from the crowd assembling there to welcome the Dodgers home from a road trip ask questions of Mr. O'Malley, who answered them before a camera in another studio. Another interlude in the studio activities took viewers for a filmed tour of Chavez Ravine. A little after 9 p.m. the program shifted to the airport where the crowd (by now numbering more than 75,000) sang, cheered and crowded around the tv cameras until the plane brought the Dodgers in for a triumphal welcome (from a losing tour). The players were interviewed one by one as they alighted from the plane while the crowd cheered again and again.

When they were all off the plane the Dodgerthon ended with the request for viewers to call their friends to tell them it would be repeated on tape beginning immediately—and, with a few deletions it was.

The Dodgerthon, live and tape, ran for 8 hours from 5:30 Sunday to 1:30 a.m. Monday. It cost the committee between $7,000 and $8,000 as a paid political broadcast.

Was it worth it? The answer given by Los Angeles voters June 3 was a decided "yes." The previous week political prognosticators had estimated that Proposition B for baseball on the primary ballot would be defeated by about two to one. Instead it was approved by a 25,000 majority. The Dodgerthon was the only apparent reason for the change.

Ironically, the Dodgers, who refused to allow their first Los Angeles games to be telecast—holding out for pay tv—owe their future home to the medium they snubbed.

PREVIEW

Selling dog care for 'dog days'

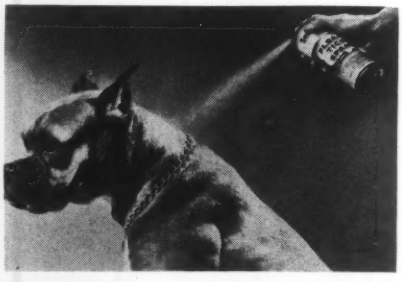
No one probably feels the "dog days" of summer more keenly than the dogs themselves. Accordingly, Polk Miller Products Corp., Richmond, Va. (Sergeant's dog care products), has launched a three-month campaign, on NBC-TV's *Jack Paar Show* (Mon.-Fri., 11:15 p.m.-1 a.m.) and ABC-TV's *American Bandstand* (Mon.-Fri., 4-5 p.m.) to impress on viewers the needed summertime dog care.

The one-minute announcements are a combination of live and film. Commercials stress how easy it is to take care of the family dog with Sergeant's products—and the copy is dashed with humor. For instance a commercial for Sergeant's "Shampoo" and "E-Z Groom" products points out:

"Now . . . let's meet the well-known world traveller and best-dressed male specimen you ever saw—His Lordship Abercrombie Groomwell. Fresh from his triumphant vacation on the Riviera. Notice the rich silky gloss of his coat . . . the healthy twinkle in his eyes . . . the brisk clean look. (Pause). Explanation. Groomwell . . . is groomed—you might say—with products designed specifically for dogs. He's groomed with Sergeant's."

Similarly, an announcement for Sergeant's "Flea and Tick Spray," designed to launch this new product this summer: "Poor 'Scratchy' is leading a dog's life . . . and it's so unnecessary. Guess his owner hasn't heard about this great new product—'Flea and Tick Spray'—from Sergeant's . . . One easy-to-use aerosal can do six jobs. Just press the button and Sergeant's new 'Flea and Tick Spray' goes to work (see cut) . . . to kill fleas and ticks . . . kills bacteria and soothes the skin . . . brightens your dog's coat . . . and stops doggy odors!"

The campaign was conceived by N. W. Ayer & Son, Philadelphia and New York, with Robert H. Chase as film production supervisor; Barbara Peabody as copywriter, and David Lyons as art director. The film sequences were produced by Herbert Kerkow Inc., New York.



Tv Whips Papers 3-1 In CBS Tv Spot Study

Comparisons of potential audience for similar money placed in spot tv and newspapers have been released by CBS Television Spot Sales which in its survey used CBS-TV stations in the top 15, 30, 45, 60 and 75 markets. Spot Sales concluded that the potential audience ratio is nearly 3 to 1 in favor of spot tv. (The study is based on costs for three nighttime spots against 5/8 page ads and 12 daytime announcements against 1/2 page ads in the same newspapers.)

The figures:

TOP 15 MARKETS	3 Nighttime Announcements CBS Station	5/8 Page Ad Leading Newspaper
Cost	$27,630	$24,656
Potential Audience (Coverage vs. Circulation)	21,918,000	7,599,621
Delivered Audience (Families Reached)	12,788,000	*
TOP 60 MARKETS	**3 Nighttime Announcements CBS Station**	**5/8 Page Ad Leading Newspaper**
Cost	$54,195	$59,351
Potential Audience	36,009,000	15,866,646
Delivered Audience	24,538,000	*
TOP 30 MARKETS	**12 Daytime Announcements CBS Station**	**1/2 Page Ad Leading Newspaper**
Cost	$20,096	$19,725
Potential Audience	28,181,000	10,887,548
Delivered Audience	21,181,000	**
TOP 75 MARKETS		
Cost	$51,070	$55,353
Potential Audience	37,327,000	17,899,840
Delivered Audience	32,917,000	**

* No attempt has been made to estimate newspaper delivered audience. Starch averages, however, show only 30% average noted for ads in 5/8 to full page size category.

** No attempt has been made to estimate newspaper delivered audience. Starch averages, however, show only 19% average noted for 1/2 page ads.

'Father of Bride' Bought Early By GF in Five-Year Rights Pact

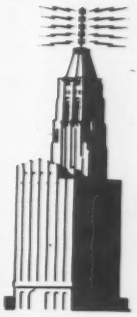
General Foods Corp., New York, through Benton & Bowles, same city, has announced that it has purchased five-year television rights to the tv film series *Father of the Bride* from MGM-TV for network showing during the 1959-60 season.

The buy is an unusual one, and is one of the rare occasions where an advertiser has bought the rights to a tv series so far in advance of air date. Work will begin immediately on shooting the first pilot.

Negotiations for the five-year package were handled by Ed Ebel, vice president of advertising, General Foods Corp.; Tom McDermott, vice president in charge of radio and television, Benton & Bowles, and Charles (Bud) Barry, vice president in charge of television for Loew's Inc., parent company of MGM-TV. *Father of the Bride*, a novel by Edward Streeter, was produced as a theatre feature by MGM in June 1950.

"By planning more than a year in advance, we not only have bought a valuable property, we have bought time—time to develop a television series based on a highly successful novel which became an outstanding motion picture with an enviable box office record," Mr. Ebel and Mr. McDermott explained.

BALTIMORE SUCCESS STORIES



TV SUCCESS STORY

THE E. H. KOESTER BAKERY CO.

Sunpapers APRIL 19

In the approximately ten years that we have been on TV, WMAR has for most of that time been the backbone of our TV program. Nothing but ten second spots have been used for many years, and they have done an outstanding job for us.

The business of the Koester Bakery has steadily increased year after year, and WMAR-TV has, undoubtedly, been one of the big factors in this growth. We anticipate projecting our program with you through the coming critical years, and we feel sure that the combination of Koester and WMAR will continue to be successful.

I might add that your personal splendid cooperation with us, has been a large part of this successful story.

CARROLL JONES
Sales And Advertising Mgr.

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

TV SUCCESS STORY

FOOD FAIR STORES, INC.

It's always a pleasure for an advertiser — and an agency—to see a program develop a top TV rating. Food Fair's "Dialing for Dollars" on WMAR-TV with an average ARB rating of 15.6 in February is still leading all morning daytime TV programs — and many nighttime network shows in the Baltimore market. "Dialing for Dollars" (created and produced by this agency) has been a consistent leader in ratings ever since it went on WMAR as a simulcast (with WCBM radio) after 17 successful years on radio.

We enjoy being part of a real "success story" and appreciate the cooperation of the entire staff of WMAR in keeping "Dialing for Dollars" at the top of the TV ratings in Baltimore.

Newhoff-Blumberg
Advertising Agency

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Sunpapers APRIL 26

TV SUCCESS STORY

SKARIE, INC.

No medium that we have ever used has brought us such consistently good results as WMAR-TV. For almost ten years, now we have been broadcasting our Skarie Power Tool Demonstrations.

No little share of the credit for the success of this advertising should go to your excellent staff from which we have received splendid cooperation. Anyone planning to sell anything in the Baltimore market would do well, in my opinion, to earmark a very large portion of his advertising budget for use on WMAR-TV.

EUGENE SKARIE
President

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Sunpapers MAY 3

TV SUCCESS STORY

THE WEISS MOTOR CO.

Unlike many automobile dealers these days, our client —Weiss Motor Company— reports no pain or strain. Weiss sales figures for 1958 Fords are definitely on the healthy side. Naturally, Weiss's position as Maryland's largest Ford dealer has played an important part in their success. Another key contributing factor has been their sponsorship of the 11 P.M. News on WMAR-TV every Wednesday and Friday night. Both Weiss and this agency are convinced that this program is proving an ideal "showcase" for the Weiss Ford story. We especially wish to commend announcer Matt Thomas for his fresh, forthright delivery.

THE JOSEPH KATZ COMPANY
Advertising
Baltimore-New York-New Orleans

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Sunpapers MAY 17

CBS TELEVISION

In Maryland, most people watch WMAR-TV channel 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5 5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Why Nu-Maid Durkee Director of Sales & Advertising Selects WLW Radio and TV Stations

"The famous Crosley Stations really give a food product a surprise "Flavor-Lift"...all the way from excellent time slots and talent sell to top merchandising and promotion. Yes, WLW Radio and TV Stations constantly offer new sales heights to advertisers. Anyone for going up!"

Elmer L. Weber

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · WLW-C Television Columbus · WLW-D Television Dayton · WLW-A Television Atlanta · WLW-I Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . Crosley Broadcasting Corporation, a division of Avco

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

STANDARD SHIFT • American Tobacco Co., N. Y., after eight years on NBC-TV, (Sat., 10:30-11 p.m.) moves its *Your Hit Parade* to CBS-TV (Fri., 7:30-8 p.m.) effective early next fall [CLOSED CIRCUIT, June 2] for Hit Parade cigarettes. Program is one of oldest musical shows in television; it started in radio April 1935 and in tv July 1950. BBDO, N. Y., is agency.

FORD RENEWS FORD • Formal renewal by Ford Div. of Ford Motor Co. of *The Ford Show* with Tennessee Ernie Ford for next season announced by NBC-TV [ADVERTISERS & AGENCIES, May 19]. Show is seen Thursday 9:30-10 p.m. Renewal order, effective Oct. 2 and for 52 weeks, marks third consecutive season for Ford and Tennessee Ernie, who also is on CBS Radio's *The Ford Road Show* Monday-Friday. J. Walter Thompson Co., N. Y., is Ford's agency.

PM PUSH • Philip Morris, N. Y., to introduce new soft pack for Marlboro cigarettes, last week began alternate week sponsorship of *To Tell the Truth* on CBS-TV (Tues., 9-9:30 p.m), will introduce package on June 17 program. Firm is intensifying tv and radio spot drives for two-month period, continues other 52-week schedules on CBS Radio and CBS-TV. Pegged at well over $1 million monthly, new drive represents largest expenditure for any single brand in company history. Television gets about 60% of total budget, remaining portion being split among radio, newspapers, magazines, trade and outdoor. Agency: Leo Burnett Co., Chicago and N. Y.

DITTOES 'DOTTO' • Colgate-Palmolive Co. will sponsor nighttime version of *Dotto* effective July 1 (Tues., 9-9:30 p.m.). Advertiser also sponsors daytime version five times a week on CBS-TV. Agency is Ted Bates & Co., N. Y. Jack Narz, m.c. on daytime show, also will handle evening series.

DROPPING OUT • Thomas J. Lipton Inc., N. Y., alternate sponsor of *Talent Scouts* (Mon., 8:30-9 p.m.) on CBS-TV, will drop show June 16. Budget may go into print or possibly another network show next year. Young & Rubicam, N. Y., is agency.

C-P FOR 'ESP' • Chesebrough-Pond's (Vaseline products, Pond's beauty products) will sponsor ABC-TV's ESP (extra sensory perception) when program debuts July 11 (Fri., 9-9:30 p.m.). Richard Hayman, musical director and advisor for Mercury Records, signed as musical director for program. McCann-Erickson is C-P's agency.

FOX PLUGS FLICKER • 20th Century-Fox Film Corp., N. Y., buys two weekend campaigns end of June on MBS newscasts to reach out-of-home listeners to promote new release of "The Bravados" with Gregory Peck and Joan Collins. Agency: Charles Schlaifer & Co., N. Y.

HALF-AND-HALF • American Telephone & Telegraph Co., N. Y., planning to sponsor four live musical spectaculars and four filmed science spectaculars on NBC-TV next fall. Live shows will be produced by Henry Jaffe Enterprises, filmed ones by Warner Bros. Agency: N. W. Ayer & Son, N. Y.

Schick Files Bid With Court To Re-Open Case Won by W&L

The Schick-Warwick & Legler contest over ownership of advertising ideas may not be settled after all. Counsel for Schick intends to reopen the case, although a Philadelphia federal district court sustained the former Schick agency in its quest for a permanent injunction against Schick and its current agency, Benton & Bowles, prohibiting the advertiser from using an idea conceived by W&L [ADVERTISERS & AGENCIES, May 19].

Schick counsel, Dunnington, Bartholow & Miller, has filed an application with Judge J. Cullen Ganey, asking that he set aside the judgment of early May. DB&M's argument is that it has a number of key witnesses who could substantiate the defendant's claims—witnesses who, the court had commented, were not available at the time of the hearing.

Radio-Tv Support by Dealers Urged for New Sealy Promotion

Dealers handling Sealy Inc.'s Golden Sleep mattress products distributed by its 28 licensed plants throughout the country are being encouraged to buy radio and tv spot announcements in support of the company's "Golden Values" national promotion this summer.

Both radio and television "will be used for maximum support," according to Gerald Shappell, Sealy advertising manager, though the firm plans no national spot purchases for the present. Filmed and recorded spots are being offered to dealers as promotion aids for use on stations carrying local programs, or for individual dealer time buys.

A special 60-second tv film incorporates two salesmen with contrasting approaches—the "pitchman" or medicine man and the "soft-sell" salesman. Brief film spots and two new recorded radio announcements, with live tags to be supplied by Sealy dealers, have been produced by Sealy's national agency, J. Walter Thompson Co. The "Golden Values" promotion is a followup to Sealy's major spring campaign for its Posturepedic mattress, with spots featuring celebrities Arlene Dahl, Eddie Albert and Mercedes McCambridge [AT DEADLINE, April 21].

AGENCY APPOINTMENTS

Shell Oil has appointed Grant Adv. to handle its account through Colombo, Ceylon office.

Whitehall Labs., division of American Home Products, has named SSC&B, N. Y., to handle its new dandruff corrective called Resdan.

Plough Inc. of Memphis has appointed Hume, Smith, Mickelberry of Miami to handle Solarcaine sunburn relief product.

Charles Gulden Inc. (Gulden's mustard) names Paris & Peart.

International Shoe Co., St. Louis, has appointed Krupnick & Assoc. for its Friedman-Shelby and Peters divisions.

Berry T. Refining Co. (Hy-Test 303 fuel oil), Chicago, appoints H. W. Kastor & Sons, that city.

Rainbow Crafts Inc. appoints Farson, Huff & Northlich Inc., Cincinnati, Ohio, for its Play-Doh modeling compound.

Wilbur-Ellis Co. (Southern Star Bonita and other canned fish products) leaves merged

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer season.

NBC-TV

June 9-13, 16-18 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

June 9, 16 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

June 10, 17 (8-9 p.m.) *The Investigator,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

June 11, 18 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

June 12 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell, and RCA Victor through Kenyon & Eckhardt.

June 12 (10-10:30 p.m.) *Lux Show Starring Rosemary Clooney,* Lever Bros. through J. Walter Thompson Co.

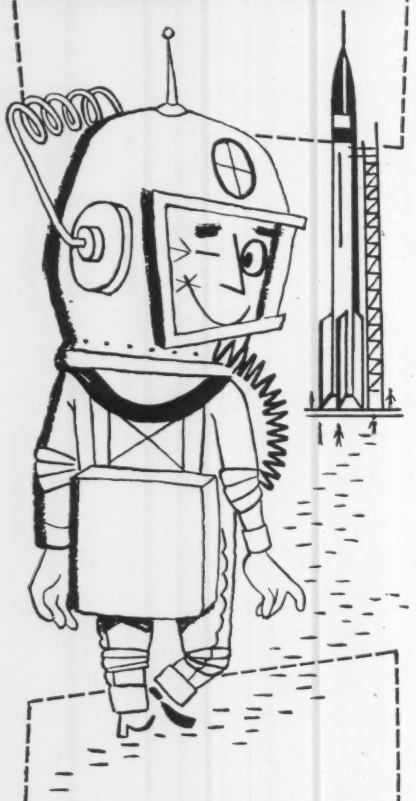
June 14 (8-9 p.m.) *Bob Crosby Show,* participating sponsors.

June 15 (7-7:30 p.m.) *Noah's Ark,* sustaining.

June 15 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Co. through Needham, Louis & Brorby, U. S. Time Corp. through Peck Adv. and Greyhound Corp. through Grey Adv.

June 15 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

use
CHANNEL 4-SIGHT

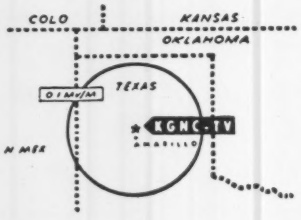


No need to flirt with success on the great Golden Spread. Get jet-propelled results with Channel 4-Sight.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

ADVERTISERS & AGENCIES CONTINUED

Kastor, Hilton, Chesley & Clifford and appoints Cole, Fischer & Rogow, all New York.

Caled Products Co. (soaps, detergents, spotters and specialties for dry cleaning), Brentwood, Md., names W. B. Doner & Co., Baltimore.

Pilsner Brewing Co., Cleveland, names North Adv., Chicago.

Johnnie Ryan Bottling Co. appoints Jay Victor & Assoc., Newark, N. J.

Little Crow Milling Co. (Coco Wheats cereal and Miracle Maize corn bread mix), affiliate of **Golden Mix Inc.** (griddle cakes and waffle mixes), names Edward H. Weiss & Co., Chicago, for products of both companies.

Oak Farms Dairies (division of Southland Corp.), Dallas, names Glenn Adv.

A. M. Karagheusian Inc. (Gulistan carpets, N. Y., has named Foote, Cone & Belding, N. Y., effective June 1. Account is currently serviced by Fuller & Smith & Ross, N. Y.

Brown's Velvet Dairy Products, New Orleans, has appointed Fitzgerald Adv., effective July 1.

Francis Pope & Sons Foods Inc., Chicago, appoints Keyes Madden & Jones, that city, as agency for new line of frozen foods.

Dreyfus, Ashby & Co., N. Y. (wines and liquers importer), appoints Chernow Co., N. Y., for Carpano vermouth and Punt e Mes aperitif.

Fitzgerald Brothers Brewing Co., Troy, N. Y., names Goldman & Walter Adv., Albany, N. Y. Moser & Cotins Inc., Utica, N. Y., previously handled account.

Phil Altbaum Inc., Ivan Frederics and **Elaine Terry,** California fashion houses, appoint The Dreyfuss Co., L. A.

R. D. Webb & Co., Cos Cob, Conn., has appointed Geer, DuBois & Co. Company manufactures food flavors and oils.

National Steel Cabinet Co., Chicago, has named Bozell & Jacobs, that city.

United Federal Savings & Loan Assn., Des Moines, appoints Nelson Adv. there for public relations and advertising.

Hyrol Chemical Co. (industrial lubricants), and Cole-Parmer Instrument & Equipment Co., both Chicago, appoint Holtzman-Kain there for advertising and public relations.

Planters Cotton Oil Co. (manufacturers of fertilizers and cotton by-products), Rocky Mount, N. C., appoints Houck & Co., Roanoke, Va.

V. La Rosa & Sons (food products), N. Y., names Hicks & Greist, N. Y.

Midland Bakeries Co., names Rutledge & Lilienfeld, St. Louis. Company produces complete line of bakery products under Harvest and Toastmaster brand names for markets throughout Illinois, Missouri and Indiana areas.

Farmers Insurance Group, L. A., appoints Honig-Cooper & Miner Sept. 1.

Cigarette Tv Spot Bill Figured

Executives' Radio Research Service, Larchmont, N. Y., reported last week that spot radio expenditures by major cigarette companies in the top 100 markets amounted to more than $3,758,000 during the first quarter of 1958. ERRS said it had surveyed about 700 stations for its compilation.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,943,000 people in the U. S. over 12 years of age during the week May 25-31. This is how they spent their time.

65.2%	(81,463,000) spent	1,459.8 million hours	WATCHING TELEVISION
56.3%	(70,343,000) spent	945.4 million hours	LISTENING TO RADIO
83.4%	(104,202,000) spent	415.4 million hours	READING NEWSPAPERS
32.1%	(40,107,000) spent	190.3 million hours	READING MAGAZINES
18.3%	(22,865,000) spent	241.5 million hours	WATCHING MOVIES ON TV
28.7%	(35,801,000) spent	148.0 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of June 1, Sindlinger data shows: (1) 107,850,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,779,000 U. S. households with tv; (3) 46,019,000 tv sets in use in U. S.

Philadelphia's newspaper strike proves more people count on

W P E N

for NEWS than any other station in Philadelphia*

*Research Inc.
This survey was NOT commissioned by WPEN

WPEN
PHILADELPHIA

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston

BALABAN SETS PARAMOUNT TACK

Paramount Pictures "is trying to make it (that is, money) over the ground, under the ground and through the air," its stockholders were informed last week at the company's annual meeting in New York.

This was the picturesque way Paramount executives, including President Barney Balaban, underscored the motion picture company's increased and diverse operations. To wit:

• "Over The Ground"—Use of the main studio lot (Paramount Studios) for continued production of motion pictures for release to theatres and utilization of the Paramount-Sunset Lot (operated by subsidiary Sunset Corp.) in leasing facilities for both tv motion picture production as well as Paramount Sunset's own tv production efforts. The first of this tv film series will be "The Conquest of Space" [FILM, June 2].

• "Under The Ground"—Oil well drilling on Paramount-owned acreage in Hollywood (including a section of 60 acres of which the Paramount lot covers 32). Actual drilling on the latter acreage will begin "no later than" the week of June 16.

• "Through The Air"—Pay tv and a subsidiary company working on space satellite equipment. (The "air" also will be carrying more of pre-1948 Paramount features acquired and now being sold by MCA. Subsidiary International Telemeter Corp., in which Paramount holds a 90% interest, Mr. Balaban reminded, will be in operation in some communities by the end of the year.

In his comment on International Telemeter, Mr. Balaban went a bit further than IT President Louis A. Novins' statements made a few weeks ago in Hollywood [PROGRAM SERVICES, June 2]. Mr. Balaban said the pay tv closed circuit system would be installed "in two communities in the U. S. and one in Canada." He would not identify the communities by name, however, other than to indicate they would be located near metropolitan areas.

Paramount's interests are spread along a wide and diverse segment of the entertainment-electronics economy. It has its Hollywood studios; is in tv film production; has a pact with MCA on the sale of its pre-1948 feature backlog; has a pay tv system; owns KTLA (TV) Los Angeles and 22% of Metropolitan Broadcasting Corp.; holds 26% of manufacturer Allen B. Dumont Labs; has a chromatic div. that is associated with the Lawrence Color Tv Tube (see story, page 90); owns outright Dot Records Inc., that it acquired last year and the Autometric Corp. (engaged in defense work). And its subsidiary, Telemeter Magnetics Inc., is engaged in digital data storage work in the electronics field.

In a news-producing appearance before his stockholders, Mr. Balaban provided these highlights among others:

• Paramount is selling its library of shorts and cartoons (200-250) for $1.7 million (before taxes) in short installments and its New York newsreel laboratory for $1.2 million in cash, also before taxes. Later, the buyers were identified, respectively, as Harvey Publications, publisher of comic books, and Consoldiated Labs (owned by Republic Pictures).

• Paramount's management "knows of no major company today considering the sale of post-1948 features to television. Mr. Balaban asked: "What happens to television when the available supply of motion pictures has been run and re-run a number of times and then is exhausted? It is estimated that all . . . pre-1948 feature films will be used up within two or three years." He said tv "would seem to be facing some serious problems" because of this and such crucial factors as "production costs of live programming rising constantly . . . with the current alarming mortality rate of live shows." The Paramount chief found the "brash newcomer" had its problems "temporarily alleviated by the transfusion" of "four to five thousand" feature pictures into tv programming in the past two years. But he, warned, a single tv station market can consume in a couple of months "the 600-odd hours of entertainment produced annually (of feature films) by Hollywood."

• Metropolitan Broadcasting Corp. (formerly Dumont Broadcasting Corp.) now is a "profitable operation" and "we anticipate continued and orderly growth." Metropolitan, operation of WTTG (TV) Washington, WABD (TV) New York, WNEW New York and WHK Cleveland (purchase pending before FCC), has had a financial upturn, last year chopped off $243,460 from its tax loss carried forward from 1956 [STATIONS, April 14]. A remaining $1.3 million deficit will be applied against profitable operations in this and in future years.

• After the meeting, Mr. Balaban said he doubted if second-quarter share earnings for Paramount Pictures this year would be less than the same period in 1958 when a net of $1,060,000 or 53 cents a year was reported. (During the meeting, he reviewed the company's continued stock reduction program which has permitted the company to retain a $2 dividend rate annually despite debt retirement and expanding investments. In fact, the stockholders later voted approval for a proposal to retire an additional 126,400 shares of stock.)

Mr. Balaban asserted that the motion picture business has become "volitile and rugged . . . the chips we deal with keep getting bigger all the time and the difficulties and risks grow with the investments." He said the so-called "block buster" motion picture (of the "Ten Commandments" variety) does more business in the world market today than ever before, but that the general level of business in average-budgeted features has declined. Too many of the latter, he said, have made it difficult for the studio to recoup costs and attempt to show a reasonable return on the investment made.

Gross-Krasne Opens S.F. Office

Television film distributor Gross-Krasne Inc. has opened its seventh regional headquarters, this one in San Francisco. Robert H. Hill, vice president in charge of western division sales, has been transferred from the firm's Hollywood home office to direct operations at the new location. Address: 155 Montgomery St.; telephone: Exbrook 7-2682.

Gross-Krasne divisional offices also are in New York, Chicago, Minneapolis, Dallas, Miami and Los Angeles.

Screen Gems Hits New Record For Latin American Film Sales

Screen Gems Inc., New York, has announced that a total of 41 program sales were completed in Latin America during the first quarter of 1958, which it described as "record business." The sales were made to nine Spanish-language countries and to Brazil (Portuguese-speaking).

The largest number of sales, according to William Fineshriber Jr., director of international operations, were made in Cuba where nine programs were bought. The second largest number of sales were made in Puerto Rico, where eight programs were purchased. Other transactions were to stations and advertisers in Argentina, Venezuela, Guatemala, El Salvador, Mexico, Columbia and Brazil.

Mr. Fineshriber revealed that 218 additional half hours of Screen Gems programming will be dubbed into Spanish at studios in Mexico, and said that within six months, the company will have a total of 600 half-hour tv films with Spanish sound tracks. Program series dubbed into Spanish include *Rin Tin Tin, All Star Theatre, Circus Boy, The 77th Bengal Lancers, Father Knows Best, Tales of the Texas Rangers, Jet Jackson, Jungle Jim* and *Suspense.*

On Film Inc. Creates Tv Arm

On Film Inc., Princeton, N. J., producer of television commercials and industrial motion pictures, announced last week the formation of Filmsmiths-Tv, a new division to concentrate exclusively on production of tv commercials. Heading the newly-formed company will be Mel London, a producer-director with On Film for the past three years. Filmsmiths - Tv, which will continue production of all commercials previously done by the parent company, will shoot commercials in Princeton but will maintain client service at 10 E. 49th St., New York City. Tv clients include RCA Victor, Dan River fabrics, Sanka coffee and Charles of the Ritz.

MR. LONDON

'Burns & Allen' Reruns Set

Screen Gems Inc., New York, has announced that the company has purchased the negative rights to 240 half-hours of the *Burns and Allen Show* from McCadden Productions, Hollywood. The purchase price was reported to be about $6 million.

The program has been carried on CBS-

investigate

WTVJ's TOTAL * COVERAGE

Look at ratings and cost, of course—but most important, investigate WTVJ's *total* coverage of 437,400 South Florida homes and retail sales of $2,466,271,000. WTVJ delivers the *only unduplicated coverage* of the entire Gold Coast. Coverage of other Miami VHF channels is diluted by duplicated network programming in Palm Beach.

Proof? Ask your PGW colonel for the latest ARB showing WTVJ overwhelmingly first in *both* Miami and Palm Beach!

Market data from Sales Management, May 1958

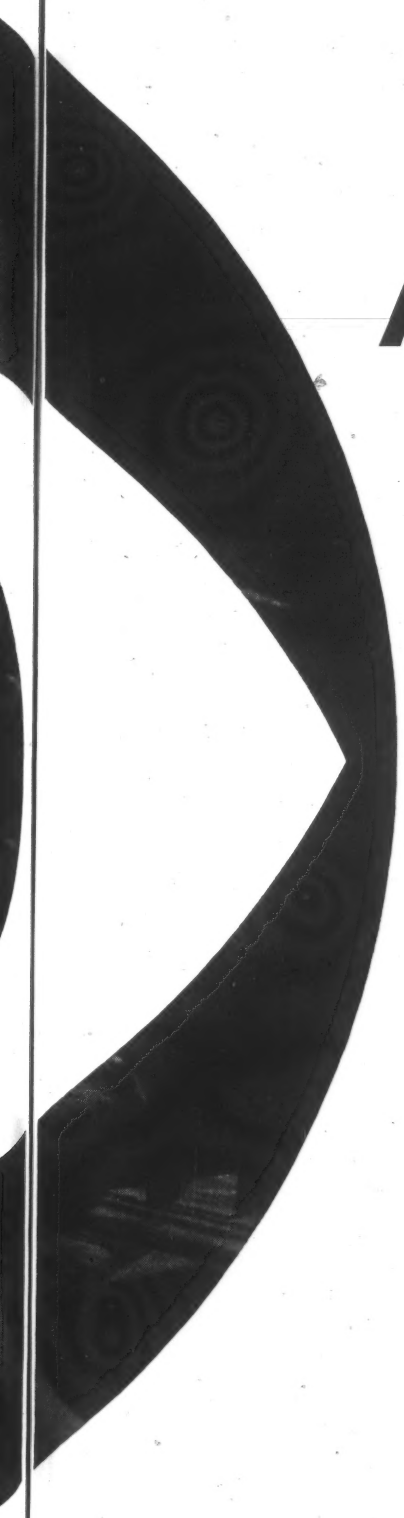
WTVJ • MIAMI

CBS CHANNEL 4

Represented by Peters, Griffin, Woodward, Inc.

* Dictionary defines **TOTAL** as "whole amount, complete, entire."

A scene from "Assignment: Junkie's Alley," one of the series of powerful documentary-styled dramas presented by Armstrong Circle Theatre.



HOW ARMSTRONG COVERS AMERICA...

Armstrong Cork will start its 31st year in network broadcasting and its ninth in television by concentrating its entire television advertising effort on the CBS Television Network where it has just renewed its notable series of hour-long actuality dramas.

Armstrong Cork's leadership in its field is grounded in a firm conviction about the sales effectiveness of television. This conviction is reflected not only in the character of its programming, but in the expressed attitude of the Company itself:

"People who purchase Armstrong products do so at long intervals, which is why we are primarily concerned with the impact of the program itself as well as its commercials. This means putting quality ahead of quantity —program character and audience composition ahead of audience size— since Armstrong is sure to reach everybody over a span of years. A good program can contribute to the impact that its commercials have on the audience, and thus become allied in the viewer's mind with the sponsor's product. We find the CBS Television Network a particularly effective frame for delivering this impact."

It seems clear that the CBS Television Network is delivering the same kind of impact for other advertisers as well—including General Foods, Westinghouse, U. S. Steel and Prudential.

Like Armstrong, they have announced their renewals on the network that for 68 consecutive Nielsen Reports has been delivering the largest nationwide audiences in advertising. **CBS TELEVISION NETWORK**

TV since the fall of 1950 but will not be continued in its present format because of the retirement plans of Gracie Allen. SG plans to syndicate reruns and it is expected the films will be offered to stations for a fall start.

AAP MAKING PROFIT IN FACE OF STRIFE

- **April-May gross: $4 million**
- **Ownership battle unresolved**

Associated Artist Productions Corp., now two years old, is navigating a profitable course. A $1 million profit logged in 1957 and $4 million gross reported for April and May this year serve to underline the fact.

The financial sturdiness exists despite past dangers of running aground. An internal dispute last winter nearly ripped the company from stem to stern, while a related controversy on eventual stock ownership of the company threatened to cut AAP adrift (a situation still locked in litigation).

Evidence at hand shows AAP made over $1 million in profit last year. AAP's announcement of a $4 million gross for April and May was unusual for a company normally reticent to drumbeat sales figures.

AAP primarily exists because of and for television. The corporation operates AAP Inc., Associated Artists Enterprises (merchandising) and Dominant Pictures Corp. as wholly-owned subsidiaries. The firm, in business for only two years, receives the bulk of its revenue from distribution of the whole pre-1948 Warner Bros. feature library and cartoons and Popeye cartoons from Paramount pictures (also see new Paramount shorts sale, page 42.)

AAP purchased the Warner Bros. library (features and cartoons) for $21 million, financed by $7 million on hand, a $9 million bank loan and a $5 million deferred payment to Warner Bros. (Later the bank assumed the Warner obligation and consolidated the debt, a loan that AAP has been paying off.) The Popeyes (from Paramount Pictures and King Features) were acquired for $2.25 million, financed by the sale of convertible sinking fund debentures which provided capital.

According to AAP's report for 1957, the company's gross sales since July 1956 hit $35,348,000 last December 31. During the calendar year alone, sales totaled $20,672,000. Net income for last year was reported at $1,191,789. The year before, net income amounted to $360,606 (lower since it reflected only five months of selling after acquisition of product).

The $4 million gross for April and May is attributed in part to one of AAP's largest sales yet concluded (to the Hearst Corp. [WBAL-TV Baltimore and WISN-TV Milwaukee] for Warner Bros. films and cartoons).

Nearly six months ago, AAP's very existence had been threatened. As one official during that period expressed it, "It is difficult to assess which way AAP will go. Each office [at its headquarters on New York's Madison Ave.] has its own meeting of lawyers."

The trouble arose apparently over failure to reconcile two stockholder and operational groups of the corporation. One faction was represented by Louis Chesler, Maxwell Goldhar and H. Mac Schwebel, then members of AAP's board of directors, sole members of its executive committee and respectively board chairman, vice president-secretary-treasurer and vice president. Mr. Chesler is a wealthy Canadian industrialist with extensive mining and real estate holdings. The others were his associates. This trio reportedly had sought continued profit taking.

The other faction, with AAP's President Elliot Hyman in the driver's seat, purportedly sought a slow corporate build-up and retention of the corporation as a distributor of the valuable Warner Bros. product to tv.

The situation came to a head in November of last year when National Telefilm Assoc., New York, a leading tv film distributor, operator of a tv film network and owner of tv stations, announced it had contracted to acquire "more than 50%" of stock outstanding in AAP and had plans to purchase the balance of the stock. Price of the purchase was estimated then at $7.5 million. Significantly, the shares were those held by Messrs. Chesler and Goldhar.

Just before last Christmas, there was a development at AAP. United Artists Corp. through a subsidiary created for the purpose (Gotham Television Film Corp.) purchased 700,000 shares of AAP's capital at $12 per share, or a total of $8.5 million, half of it in cash (or $6 per share). UA's Board Chairman Robert S. Benjamin indicated then that his company could be expected to purchase additional shares and assume eventual majority control of AAP. (UA financed and distributed independently produced theatrical films for nearly 50 independent producers and now leases post-1948 features to tv.)

Mr. Hyman at once issued a victorious-sounding message, welcoming "the added experience of the executives of United Artists" in furthering AAP's tv and motion picture activities. The Chesler-Goldhar-Mac Schwebel trio resigned from AAP.

This was the AAP story outside of court. But the internal tug-of-war and subsequent actions of NTA and UA landed early in litigation. Soon after NTA's purchase announcement the first action was filed by five minority AAP stockholders asking for a temporary injunction to stop the sale of NTA. Aside from various legal charges, the main contention was that the sale had been made by the Chesler group without regard to minority stockholder rights. NTA then entered court with a cross-complaint against UA and AAP principals. The gist of this action: defendants were charged with "inducement to break a contract and unfair competition."

After the UA purchase announcement, NTA went to the courts again, renewing its claims for damages providing stock be turned over to NTA; otherwise NTA seeks $18 million in damages. In that filing (New York Supreme Court), NTA also asked that UA be enjoined from taking over the assets of AAP until the NTA suit can be tried. A few weeks ago [FILM, May 19] Judge Aron Steuer Jr. granted the NTA petition.

In that action, UA had demanded immediate trial, asking NTA to post a $5 million bond, on NTA's contention that it had a previous contract to buy the majority stock of AAP. The judge denied UA's requests and granted NTA the time to take depositions and set bond at $50,000.

Of AAP's value, the judge stated: "The opportunity of exploiting them by way of television has made the films and hence the stock of the owner valuable." At that point, the first reels in AAP's continuing story were played out. The next episodes are to come.

Universal Retains Sindlinger For Opinion on Film Re-issues

The post '48 films-to-tv controversy is likely to get hotter—or cooler—depending on the findings of Sindlinger & Co., Ridley Park, Pa.

Sindlinger, on long-term retainer by Universal Pictures Co. (Universal-International Films), has been charged with feeling the public's pulse on the prospect of re-issuing theatrical films originally released between 1948-52 and currently residing in U-I's film vaults.

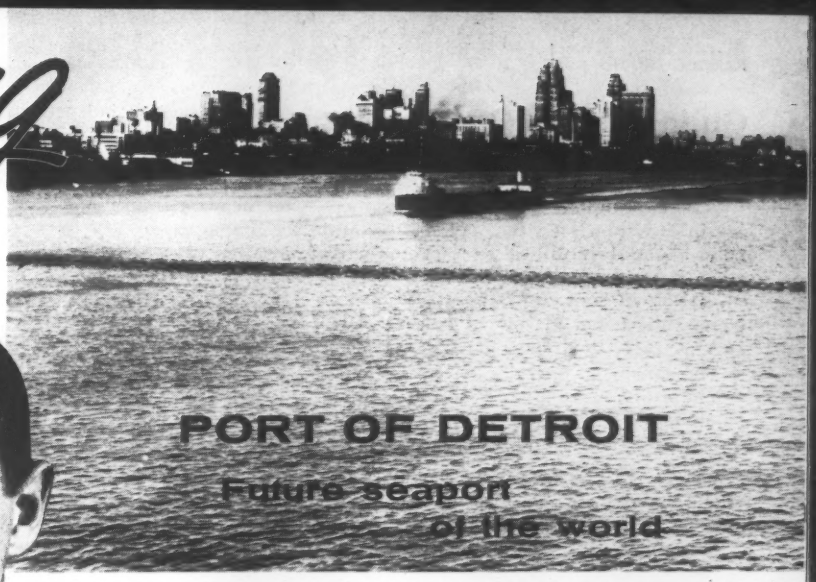
The business analysis firm has already questioned over 2,200 theatrical exhibitors on how they would feel about re-scheduling a list of 53 films (41 in technicolor); it is currently asking its national sample of movie-goers (who, incidentally, all are televiewers) whether *they* would wish to see these ostensibly "dead" films. U-I General Sales Manager Henry H. Martin last week indicated that exhibitor response has been "most encouraging." He did not say in which way.

But U-I generally admits that its intent in gauging exhibitor and public reaction to so-called played-out films was born of the "post '48" dilemma now facing all major Hollywood studios. "We want to find out for certain," a U-I spokesman declared last week, "whether there's something to the argument that these films still have a box-office potential." But when asked whether U-I might conceivably alter its stand on giving post '48 films to tv should Sindlinger discover that these films are "dead," the company official said, "decidedly not. We are going along with the rest of the studios. . ."

Though it is as yet too soon to determine industry reaction to the Sindlinger reports —scheduled for "final collating within four weeks"—this much is certain: any findings by Sindlinger favorable to re-issues may be expected to stiffen opposition to tv leasing in that it would provide factual ammunition to the contention of such film executives as 20th Century-Fox's Spyros Skouras who asserts that his firm would have accrued "substantial" earnings from theatrical re-issues [FILM, May 26].

Outstanding

ON THE DETROIT SCENE



Detroit ranks as the United States' second largest import-export gateway. The Detroit River today is the world's busiest waterway. It carries more freight than the Suez, Panama and Kiel Canals combined.

One in a series of local personalities and features complementing the fine CBS Program lineup, that make WJBK-TV a vital force in Detroit.

Basic CBS • 100,000 Watts • Full color facilities

DETROIT BANDSTAND

*IT'S REALLY HOT!**

It all started when we turned our cameras on the teen-agers of Detroit and southeastern Michigan, presided over by Dale Young . . . 5:00 to 5:30 PM, Monday through Friday; Saturday, 5:00 to 6:00 PM.

Some mighty good availabilities still open on this Number One afternoon show that's the conversation piece in Detroit and southeastern Michigan. How about seeing your Katz man soon?

**April Pulse 17.4 average*

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Represented by **THE KATZ AGENCY**

STORER BROADCASTING COMPANY

Storer Television

WJBK-TV	WAGA-TV	WVUE-TV	WSPD-TV	WJW-TV
Detroit	Atlanta	Wilmington-Philadelphia	Toledo	Cleveland

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan, Chicago 1, Ill.

Guild, Texas Company Set Up Overseas Unit

Standard Sulphur Co., stockholders, meeting in Houston last week, voted to acquire from Guild Films Inc., all of the foreign residual property and distribution rights to its library of some 2500 programs, and to change the name to Inter-World Tv Films Inc.

The agreement provides that out of a total capitalization of 5 million shares of common stock, Guild will receive for its tv properties and distribution rights, 3,400,000 shares of common stock and $5 million in ten-year 7% debentures, which will be redeemable out of 50% of the company's net income.

In announcing the agreement consummated at the stockholders' meeting, John J. Cole, president of Guild Films Inc., who also became chairman of the board of Inter-World, explained that to start off its international distribution activities, the new company will have a stockpile of 1100 RKO short subjects, the "Minutes of Prayer" library and 20 specially produced tv series, representing in excess of $25 million in production costs. These properties are owned by Guild.

Inter-World, according to Mr. Cole, will immediately establish permanent distribution headquarters in 18 countries, named by local staffs experienced in the requirements of the local market. Facilities will be provided to dub film for independent producers as well as deal with all of the manifold problems of censorship, import, licensing, etc., that arise in the distribution of any product so far away from home.

"What we propose to do is provide a total service," Mr. Cole said, "to the owners of tv properties, but who are without access to the very remunerative foreign field."

CBS-TV Buys Two Official Series; 'Robin Hood' in Syndication

Official Films Inc., New York, announced that CBS-TV has purchased its new half-hour tv film series, *The Invisible Man*, and a new cycle of the *Robin Hood* serial for showing on the network, starting in the fall.

Harold Hackett, president of Official, told a news conference in New York that CBS-TV is considering placing the two programs in the 7:30-8 p.m. periods on Monday, Wednesday or Friday or Sunday, 6:30-7 p.m. Mr. Hackett added that CBS-TV bought *Robin Hood* even though the current sponsors of the series on that network—Johnson & Johnson and the Wildroot Co.—have announced they will not renew the show for the fall.

Mr. Hackett also reported that Official is offering for syndication to tv stations 143 half-hours of *Robin Hood*. He said this programming already has been bought for a total of $600,000 by four stations—KCOP-TV Hollywood, KRON-TV San Francisco, WNAC-TV Boston and CKLW-TV Detroit-Windsor. It will be marketed under the title of *Adventures in Sherwood Forest*.

Mr. Hackett said business for Official's first six months for the fiscal year ended Jan. 1, 1958, was "excellent," amounting to about $4.5 million gross. He said business for the first three months of the present fiscal year "was down from last year," but added there has been "a pickup since and we are hopeful that the second half will be at least as good as for the same period last year."

RANDOM SHOTS

Screen Gems reports its new adventure series *Dial 116*, scheduled for fall release, has been retitled *Rescue 8* after telephone company officials expressed concern over title.

Television Programs of America has announced that re-runs of *Lassie* will be shown on tv under new title of *Jeff's Collie*. TPA placed series into syndication May 1. Network run on CBS-TV will continue to run under sponsorship of Campbell Soup Co., through BBDO, N. Y.

Ziv Television Programs, N. Y., has reported that half-hour episode from *The New Adventures of Martin Kane* has been shipped to State Dept. and State Dept. requested film because of "the accuracy and authenticity employed in dealing with frauds on U. S. passports."

Comet Distributing Corp., which handles sales of *Space Patrol*, is planning new tv series, *Mail Patrol*, based on stories in files of U. S. Post Office, firm has announced.

Fred A. Niles Productions, Chicago-Hollywood, reports 20% increase in gross billings for first half of 1958 over same period last year.

Filmways Inc., producer of filmed tv commercials, has moved its executive, sales, creative and editing facilities to 18 E. 50th St., N. Y. Company's 54th St. studios will be devoted solely to actual production and production staff, Filmways reported. Company also reports it has signed exclusive agreement for New York representation with Playhouse Pictures, Hollywood, firm specializing in animation commercials. Filmways said it now could offer agencies headquartered in New York either live action or animated commercials or integration of two. Filmways also has Hollywood facilities

Pyramid Productions, N. Y., has announced acquisition of television rights to "Crime Club" from Derel Producing Assoc., N. Y. Series includes over 1,600 titles.

Movielab Color Corporation, N. Y., has issued special "Movielab Memo," describing 10 different color processes for production of 35mm and 16mm release prints. Memo also includes special chart material dealing with various processes. Copies are available from company at 619 West 54th St., N. Y. 19.

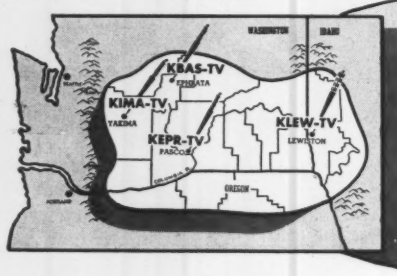
Don Fedderson Productions has moved its publicity-advertising department to 6357

Get it, Smidley . . . EXCLUSIVE! This KIMA-TV with its satellites is not just number one in the market . . . but the ONLY one in the market. Ever see such a neat, one-buy, four-station, three-state package? A big market—over 500,000. A wealthy market—nearly a billion dollars. It's enough to make the average time-buyer do flip-flops. Right, Smidley? Right!

Quite a market . . .

Eating and drinking....$45,126,000
Lumber and building materials..$87,656,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

TV STATION CLICKS OFF BIG PROFITS ON POPEYE!

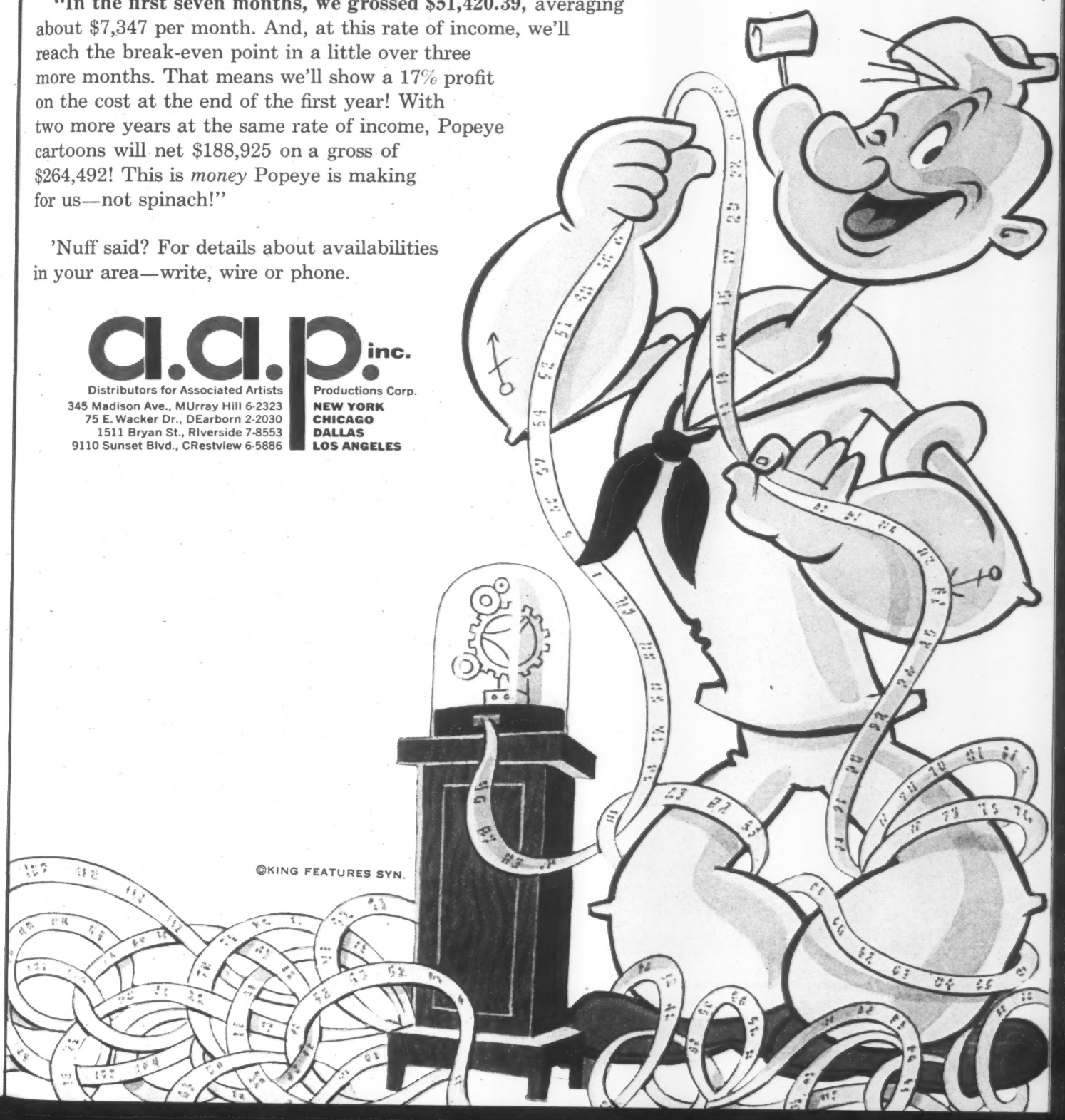
The experience of this station manager is typical: "We're the independent in a four station market. Our cost for the Popeye package including prints and AFM is $75,567 plus a participation. We broadcast one half-hour a day, seven days a week, and get a 20% premium over our card rate for Class B time ($100 per minute for one time, to $75 per minute for 260 times). Except for a few Saturday and Sunday availabilities, we're completely sold out.

"In the first seven months, we grossed $51,420.39, averaging about $7,347 per month. And, at this rate of income, we'll reach the break-even point in a little over three more months. That means we'll show a 17% profit on the cost at the end of the first year! With two more years at the same rate of income, Popeye cartoons will net $188,925 on a gross of $264,492! This is *money* Popeye is making for us—not spinach!"

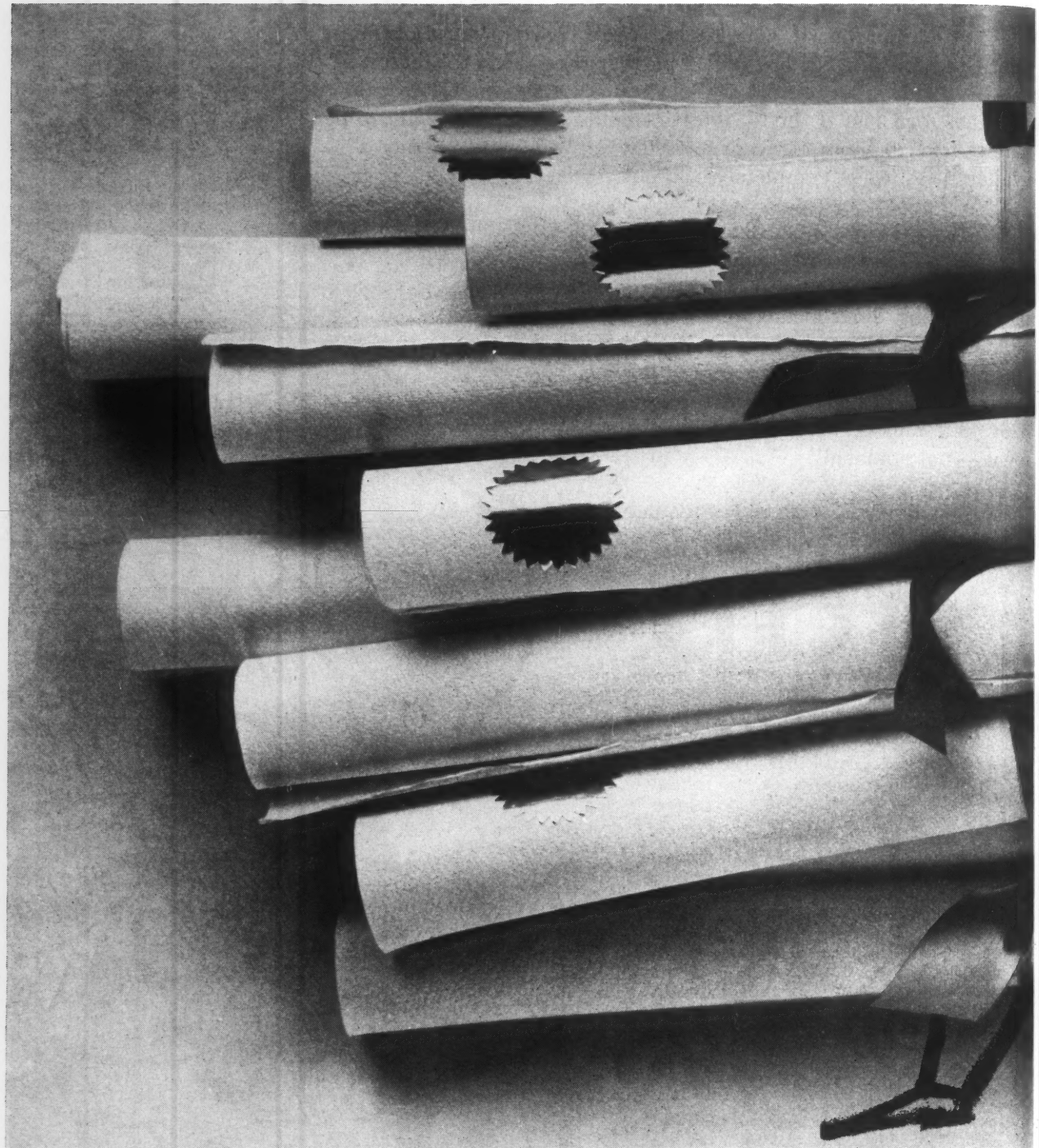
'Nuff said? For details about availabilities in your area—write, wire or phone.

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 **NEW YORK**
75 E. Wacker Dr., DEarborn 2-2030 **CHICAGO**
1511 Bryan St., RIverside 7-8553 **DALLAS**
9110 Sunset Blvd., CRestview 6-5886 **LOS ANGELES**

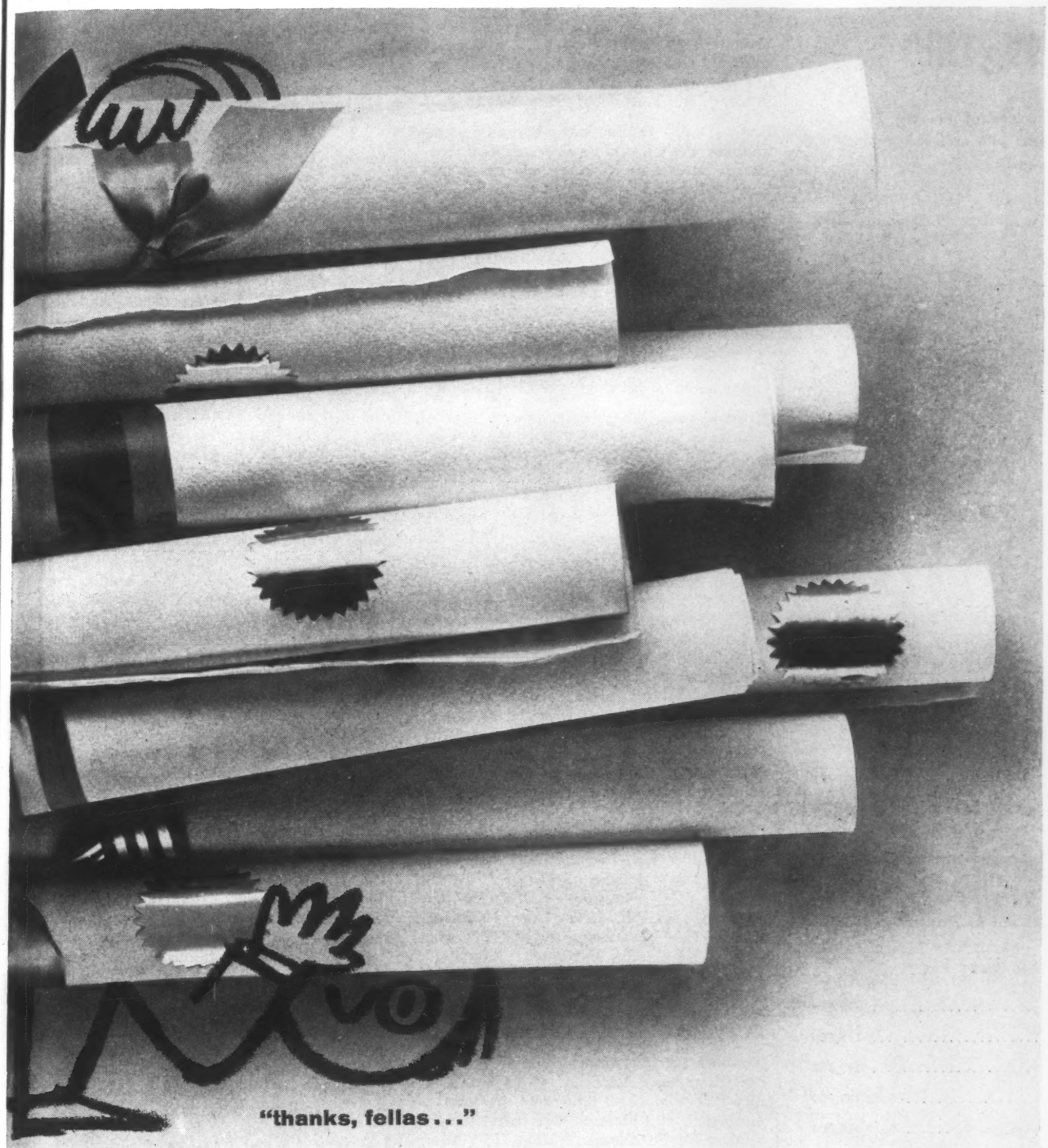


©KING FEATURES SYN.



Once again, Chicago's most respected jury of advertisers, agency representatives and broadcasters has heaped its highest honors on WNBQ Television and WMAQ Radio programs. At its annual banquet on May 28th, the Chicago Federated Advertising Club bestowed eight "First" and four

* First Award, Educational and Documentary: WNBQ's "Know Your Schools." * First Award, Weather: WNBQ's Clint Youle. * First Award, Commentary: WNBQ's Clifton Utley. * First Award, Interview Program: WMAQ's "Chez Show with Jack Eigen." * First Award, News Commentary: WMAQ's Clifton Utley. * Special Award, Music: WMAQ's "Music at



"Special" awards on Chicago's Leadership Stations, more First awards than any other broadcasting operation in Chicago. Quality programming still

offers advertisers the best buy in Chicago on

WNBQ * WMAQ

CHICAGO'S LEADERSHIP STATIONS REPRESENTED BY NBC SPOT SALES

* First Award, Quiz and Panel: WNBQ's "City Desk." * First Award, Special Musical Feature: WMAQ's "Promenade Concert." * First Award, Disc Jockey: WMAQ's Tom Mercein. N. U." * Special Award, News: WMAQ's "Night Desk." * Special Award, News: WMAQ's "Market Reports with Sam Saran." * Special Award for Public Service Activities: WMAQ.

ADD the CALIF.-ORE. TV TRIO

& sell one of the top 70 markets with exclusive VHF coverage.

Standard Metropolitan County Areas:	Population:	U.S. Rank:
Fall River-New Bedford, Mass.	397,600	57
Richmond, Va.	381,600	58
Brownsville-Harlingen-McAllen, Tex.	375,100	59
Wilkes-Barre-Hazleton, Pa.	372,200	60
Nashville, Tenn.	370,200	61
California-Oregon Trio	**369,970**	
Knoxville, Tenn.	367,300	62
Wheeling, W. Va.-Steubenville, Ohio	357,200	63
Flint, Mich.	355,800	64
Salt Lake City, Utah	353,100	65
Charleston, W. Va.	339,000	66
Grand Rapids, Mich.	338,100	67
Tulsa, Okla.	337,600	68
Fresno, Calif.	336,000	69
Poughkeepsie-Newburgh-Beacon, N. Y.	334,500	70
Wilmington, Del.	334,100	71

THREE MARKETS—ONE BILLING

KIEM TV 3—Calif. Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	369,970
Families	119,660
Tv Families	102,532
Retail Sales	$485,139,000
Effective Buying Income	$639,960,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123
TWX EK16

or ask BLAIR Television ASSOCIATES Inc. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Selma Ave., Hollywood 28. Telephone: Hollywood 2-0821.

Shamus Culhane Productions (producer of animated and live-action films for television) has re-opened its Chicago office at 75 E. Wacker Dr. Telephone: State 2-7728.

Brent Gunts Productions, Baltimore, announces it has begun new consultation service for advertising agencies, advertisers and radio and tv stations. It will cover fields of programming, production, selling, promotion and allied radio-tv creative activities.

FILM SALES

Screen Gems reports sale of its *Casey Jones* half-hour tv film series to Canadian Broadcasting Corp. for telecasting on English-speaking tv network and of SG's "Triple Crown" group of 52 feature films for presentation on CBC's CBWT-TV Winnipeg.

Gross-Krasne, Hollywood, reports sale of *African Patrol* to WTVC (TV) Chattanooga, Tenn.; WCSC-TV Charleston, S. C.; WTVN-TV Columbus, Ohio; WESH-TV Daytona Beach, Fla.; WSIX-TV Nashville, Tenn.; KVAR (TV) Mesa, Ariz., and KLOR-TV Provo, Utah.

Regis Films, L. A., reports sales of new *Crusader Rabbit* series WBBM-TV Chicago; WHDH-TV Boston; KPIX-TV San Francisco; WMAL-TV Washington; KRCA-TV Sacramento, Calif.; KTVH (TV) Wichita, Kan.; KVAR (TV) Mesa, Ariz., and KGMB-TV Honolulu. New *Crusader Rabbit* series also sold to Rochester Bread Co. for Rochester, Minn., Eau Claire and La Crosse, both Wisconsin. Additional sales reported include *Ringside With the Rasslers* to XETV (TV) San Diego and original *Crusader Rabbit* series to KOAM-TV Pittsburg, Kan.

Calif. National Productions reports that Lee Optical Co. has signed for regional sponsorship of *Union Pacific* on 15 stations in Texas. Lee's lineup: KRLD-TV Dallas; KTRK (TV) Houston; KONO-TV San Antonio; KZTV (TV) Corpus Christi; KCMC-TV Texarkana; KGBT-TV Harlingen; KPAC-TV Beaumont; KDUB-TV Lubbock; KSYD-TV Wichita Falls; KPAR-TV Sweetwater; KEYD-TV Big Springs; KFDA-TV Amarillo; KOSA-TV Odessa; KLTV (TV) Tyler and KCEN-TV Temple.

National Telefilm Assoc., N. Y., reports that its "Champagne Package" of 58 20th Century-Fox films has been sold in total of more than 100 markets, with latest sales to KDKA-TV Pittsburgh; WLWA (TV) Atlanta; WSIX-TV Nashville, Tenn.; WBAL-TV Baltimore, Md.; WKRC-TV Cincinnati, Ohio; WTVT (TV) Tampa, Fla.; KPRC-TV Houston; WTRI (TV) Albany-Schenectady, N. Y.; WOOD-TV Grand Rapids, Mich.; WKBN-TV Youngstown, Ohio, and KEYT (TV) Santa Barbara, Calif.

Associated Artists Productions reports purchase of 350 additional Warner Bros. features by WSYR-TV Syracuse and WABT-TV Birmingham; Vanguard and Jupiter groups (both packages of 52 WB features) to WBAY-TV Green Bay and WKRC-TV Cincinnati. Other AAP sales: Vanguard to KCSJ-TV Pueblo; Warner cartoons to WRGB (TV) Schenectady; Popeyes to KODE-TV Joplin. WDSM-TV Duluth extended its contract period on Warner features and Popeyes; WWLP (TV) Springfield, Mass., purchases the Gold Mine library (800 features) and WBIR-TV Knoxville a number of Movieland features.

Flamingo Telefilm Sales, N. Y., reports sale of seven foreign feature movies to WRCA-TV New York.

FILM DISTRIBUTION

MGM-TV is offering three packages of MGM pre-1948 short subjects which include *Our Gang Comedy* package, containing 52 of Hal Roach one-reelers produced for MGM from 1938-44; *Crime Does Not Pay,* with 42 such films which run about 21 minutes long, and group of 65 John Nesbitt *Passing Parade* shorts, with average running time of 11 minutes. *Crime* series will be marketed under plan to permit stations to program them in half-hour format. Company reported that stations will be offered each package on multiple run or library basis.

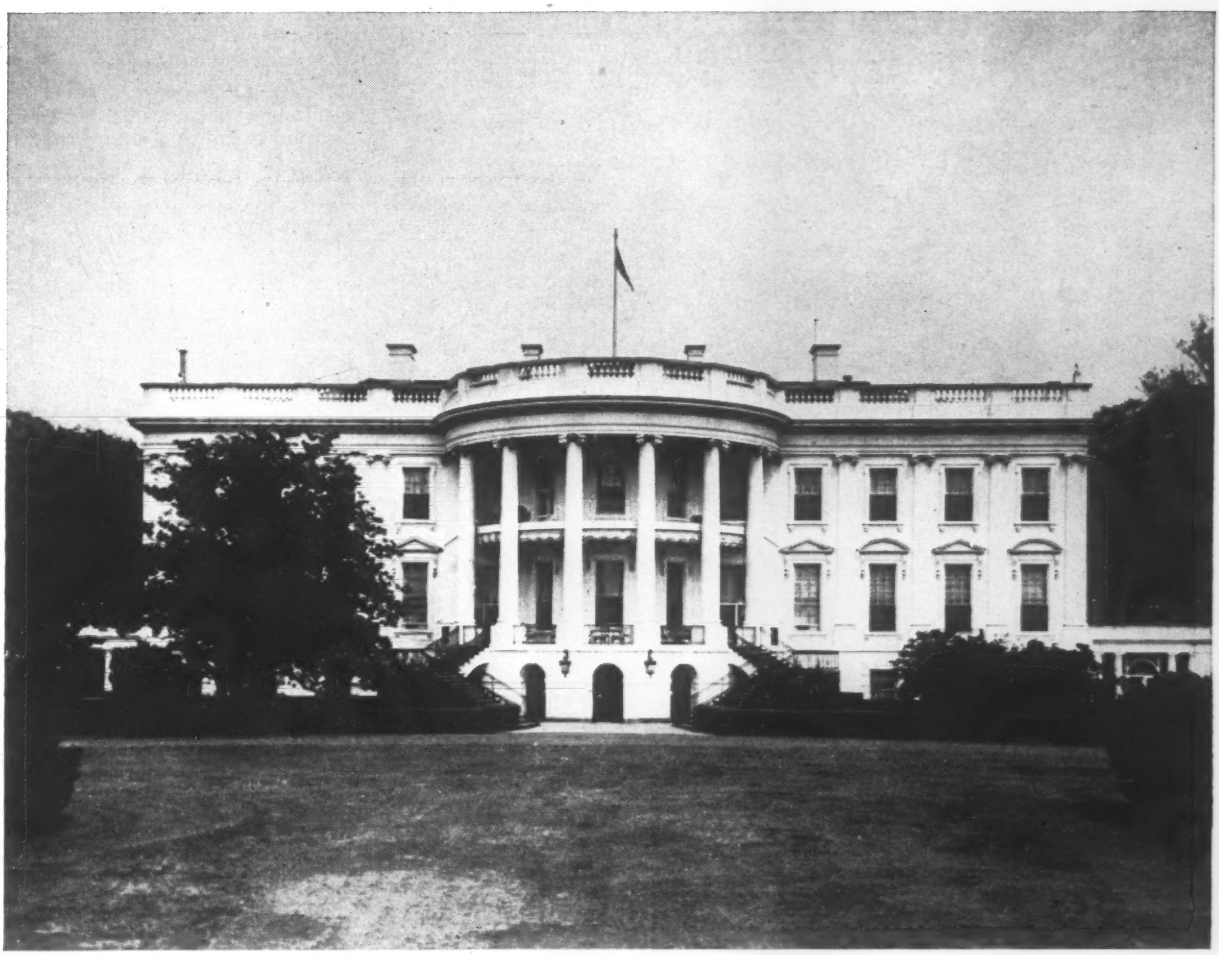
Screen Gems Inc., N. Y., reports that group of 78 two-reel comedies, starring "Three Stooges," has been placed into syndication for fall start on tv stations. Columbia Pictures produced more than 180 short subjects starring trio, and it is expected that remainder of comedies will be offered to tv at later date. SG also has announced new group of 20 "horror" feature films are being released to tv under title of "Son of Shock." New group includes both Columbia and Universal pictures, covering such titles as "Bridge of Frankenstein," "House of Dracula," "The Mummy's Curse," "The Invisible Man's Revenge," "The Devil Commands," "Night of Terror," "The Man They Could Not Hang" and "The Man With Nine Lives."

California National Productions has announced that it is offering for syndication new tv film series, *Danger Is My Business.* CNP has assumed distribution of series that has Lt. Col. John D. Craig (USAF Ret.) as host-narrator-producer. He authored best seller of same title. Seven half-hours already filmed out of total 39 episodes to be offered in black-and-white or color. Each episode is action documentary about person with perilous occupation. All shooting is on location and no actors used.

ON CAMERA

Sol Lesser Productions, Hollywood, has announced that pilot film of new *Tarzan* half-hour series has been completed and was flown to N. Y. for screenings by several advertising agencies and advertisers, who have expressed interest in sponsorship. Development and production of series is under supervision of Sol Lesser, who has produced 14 "Tarzan" feature films in 15 years.

Pyramid Productions, N. Y., has announced production of pilot film for tv series based on stories about N. Y. District Attorney's office and titled *Indictment.*



This house has over 571,000 neighbors in Washington

Talk about a building bonanza! As of the first of this year, Washington, D. C.'s metropolitan area had 571,065 dwelling units — 164,718 added in the last eight years alone. That means *growth*—36% since 1950. Better than seven out of ten of these recent dwelling units were *single family* homes. That means *stability.* One half of Washington's total dwelling units are only 15 years of age or less. That means a *young* city. It *all* means a going, growing market for you.*

How best to get into *all these houses with your sales message? We submit that WWDC Radio is as frequent and welcome a visitor as you can find. We have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula— to be a* listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result — ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

Economic Development Committee, Washington Board of Trade* **REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

NETWORKS JOINED BY DOERFER IN OPPOSITION TO BRICKER BILL

- **No good purpose would be served, hearing critics say**
- **Witnesses express fear on vagueness of proposed law**

Television networks objected strongly last week to the merits of a bill to put them under direct FCC regulation.

Appearing before Sen. John W. Bricker (R-Ohio), who presided at Senate Commerce Committee hearings on his bill (S 376), representatives of all three tv networks urged that no action be taken at this time because (a) no useful purpose would be served, (b) networks are now regulated, albeit indirectly, by the FCC, (c) the bill is vague and general and might put the FCC into the role of regulating tv business practices (such as rates, affiliation policies, programming and advertising), and (d) legislation now is premature since the FCC is still considering the recommendations of the Barrow Report.

Even FCC Chairman John C. Doerfer asked that the bill be held in abeyance at this time since the Commission still has the Barrow recommendations under study. He also said the bill was not specific enough as to what purported evils it is designed to eradicate.

Sen. Bricker's bill, introduced Jan. 9, would amend the Communications Act to put the word "networks" into the description of FCC regulatory jurisdiction. The act now only speaks of radio stations.

The hearings, at which Sen. Bricker presided and at which except for brief moments he was the only senator present, ran two days last week—Tuesday and Wednesday—and heard four witnesses, all in opposition.

They were Mr. Doerfer and CBS Staff Vice President Richard S. Salant, NBC Executive Vice President David C. Adams and ABC Vice President-General Counsel Mortimer Weinbach.

The hearings recessed Wednesday afternoon, to be resumed at the call of the committee. Sen. Bricker told reporters that the record would be discussed in executive session by other members of the committee and that the committee would decide what to do next.

He said, however, that he had no serious intention of seeking Congressional action this year. He added that he thought the hearings served a useful purpose in compiling a record to be used if legislation should be sought at the next session of Congress.

Testimony of the witnesses follows:

WITNESS: John C. Doerfer

FCC Chairman John C. Doerfer declined to commit the FCC on S 376 until completion of all phases of the Barrow Report. During his testimony, however, he took several swipes at provisions of the bill, raising the ire of Sen. Bricker and Committee Counsel Kenneth Cox.

He pointed out the issues of the Barrow Report, including those relating to network regulation, are now before the FCC. "In this circumstance," Comr. Doerfer said, "the Commission considers that it would be premature for it to take a position either in support of or in opposition to S 376 at this time.

"It is clear that the Commission has exercised considerable authority indirectly to prohibit network organizations from engaging in practices in certain areas. . . . Our concern is with maintaining broadcasting, including networking, as a nationwide, competitive industry and with removing such restraints as prevent the attainment of this objective.

"The position which the Commission ultimately takes on this question of direct regulation will depend on its findings (a) whether such additional rules as it may conclude are desirable in the public interest necessitate the grant of additional authority and (b) whether the enforcement of its existing and proposed rules can be effective without such additional authority."

Comr. Doerfer cited difficulties in obtaining programming information relating to the Barrow Report as the reason no firm date could be given for final decision on its recommendations. He said hearings will be concluded in 3-4 weeks, but it will be some time before definite conclusions can be reached. He agreed with Mr. Cox that it would be no later than January 1959.

Comr. Doerfer cited a recommendation in the Barrow Report that FCC ask Congress for legislative authority such as that contained in the Bricker bill.

Also, he pointed out, a large majority of those testifying have been opposed to this recommendation. Mr. Cox asked if there would be any advantage to applying network rules direct rather than through owned stations. Comr. Doerfer again said the FCC had no comment at this time. He said it is clear Sec. 3.658 of Communications Act is intended to govern many network practices, including affiliation, rate influence, program clearances and network ownership of stations.

Comr. Doerfer maintained that the bill, as presently drafted, leaves many questions unanswered and a final bill should "deal more concretely with the purpose of network regulation and the scope of the Commission's authority. . . ." The bill, he said, is silent as to its purpose. "Nowhere does it spell out the specific evils which the bill is designed to correct or the standards to be used in making regulations. . . ."

He said the present language is so broad that a number of interpretations can be drawn, which would lead to controversy. Sen. Bricker retorted: "I don't see the validity of your argument. I don't see what you are driving at." The senator said there is bound to be controversy in an industry such as broadcasting.

Comr. Doerfer also maintained the bill contains "ambiguities" in its provisions and that there is no clear definition of a network. He said "network" could be construed to include film syndicators and non-network advertisers.

Mr. Cox claimed there is a well-defined industry distinction between networks and syndicators, but Comr. Doerfer said he is unaware that such a clear distinction exists.

WITNESS: Richard S. Salant

CBS Vice President Richard Salant said he was appearing to explain why his network is "so deeply troubled" by the Bricker bill. "Let me affirm at the outset that CBS does not oppose all direct regulation of networks," he stated. "As far as our own attitude and conduct are concerned, we assure you that the existing regulations are very effective.

"I would emphasize what is so often overlooked when proposals to bring networks under regulation are made: As a practical matter, we *are* already rather comprehensively regulated. Two of our most valuable assets are (1) the licenses of the stations which we own, and (2) our affiliates, who are licensed. Without each of these, a network cannot operate. We would, obviously therefore, do nothing to jeopardize our own licenses or those of our affiliates. Hence, the Commission already has—and exercises—very considerable regulatory powers over us as a network.

"The issue presented by S 376, then, is not whether networks should or should not be regulated, since we already are. The question, rather, is whether the scope, degree and nature of regulation should be expanded.

"What troubles us about the bill is that it does not define the areas, scope or extent of potential regulation. We are forced to deal not with specifically defined proposals, but with the broadest kind of authority under which the most pervasive kind of regulation may at some time in the future be adopted by the FCC. . . ."

Mr. Salant, whose testimony was interrupted at frequent intervals by Sen. Bricker and counsel Cox, said the rate situation would be "quite unpredictable" if a federal agency had the final say-so in a review of rates. He cited the possibility of a "big guy" being charged six times more than the "small guy" as an aid to small business.

He took issue with a statement by Sen. Bricker that a network could switch its affiliation, thereby forcing a station off the air and in essence, could put one product before the public to the exclusion of another. Mr. Salant said a grant from the FCC is not a guarantee of economic success and took issue with the contention that network affiliation is tantamount to financial success.

Mr. Salant gave a rundown of proposals made in the Barrow report. "Underlying all these proposals . . . are charges of abuse or of potential abuse by the networks. . . . We are confident that careful examination of the evidence will establish that there is no such abuse as to justify even the specific regulatory proposals," he stated. At the same time, he said, there is no question of government authority to

WNEB
FIRST IN WORCESTER MASS. *

From 6:00 A.M. to 6:00 P.M.
More people listen more
often to WNEB — WORCESTER'S
station for adult appeal.

*PULSE — APRIL 1958

Represented by THE BOLLING COMPANY

Action on Alum Creek

In the land west of the Alleghenies known as Central Ohio, lives a fearless gang of ranch hands.

Stirrup to stirrup with their favorite television station, they keep this territory a safe and happy place to grow up in.

Like all traditional "westerners", our young deputy is noted for his loyalty. Once you earn it, you have a lasting friend. That's why WBNS-TV has a very special policy. Every communication from a child receives prompt and full attention. "Yes" to requests for speakers is automatic. And when the youngsters visit our studios, the reception committee provides red carpet service. You can measure the standing we have built with the 2-gun set by more than 48,000 requests

for the WBNS-TV "Fun to Do" children's book.

The rest of the family rates comparable treatment. Born and raised in Central Ohio, WBNS-TV has a sure native sense for the programming tastes of our people. This superlative local showmanship combined with the CBS television network has built so big an audience that media professionals say succinctly: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS television in Columbus, Ohio
Market center of 2,000,000 people

Recipient of the 1958 Alfred P. Sloan Radio-TV Award for outstanding public service to highway safety.

regulate networks and that CBS is not arguing this point.

CBS' basic concern, he said, is that S 376 proposes to "issue a virtual blank check to the administrative agency [FCC]. It is not clear that any general programming decisions, any business practice, any affiliation determination, or any other activity of a network would have immunity from federal review and control under the power suggested." He said the concept of proponents of S 376 is "dangerously close to public utility regulation of networks. Clearly the danger would be present because, as we have seen, the broad power would be there."

Mr. Salant maintained this public utilities concept would not be in the public interest "for public utility regulation is a substitute for, and not a spur to, competition."

He said the network's current objection to the Bricker bill is the same made in the early 1940's on the issue of direct regulation or licensing of networks. Then, as now, he said, CBS preferred specific legislation "rather than the constant threat of indirect attack which might seriously impair our operations."

S 376 appears to grant the Commission broad and undefined power over the networks, Mr. Salant said. "We oppose the grant of any such authority. If the Commission needs more power than it now has, it should be granted only in specific terms, limiting its authority to areas where controls have been determined to be essential to permit operation of the broadcast media in the public interest."

He said the bill appears to give the FCC unlimited and indefinite power over the networks in their relations with advertisers, in their business decisions with affiliated and other stations and in the field of programming. "I would make one final—and we believe overriding—point which is fundamental to this whole idea of network regulation," Mr. Salant emphasized. "The very nature of networking is such that uniquely, it has its own inherent system of checks and balances which, in general, are far more effective than external governmental regulation."

If the history of broadcasting teaches any lesson, he maintained, it is that penalties for abuses are far more effective and expeditious than government regulation could be. "The quick reaction of advertisers and stations to any suspicion of high-handed dealing, the quick response of our viewers to what they like and what they do not like . . . makes crystal clear that advertisers, stations and the public are fully able to take care of themselves," Mr. Salant stated. "The kind of regulation which seems to be contemplated by S 376 is, in the special circumstances of our business, not only harmful but totally superfluous."

WITNESS: David C. Adams

David C. Adams, executive vice president of NBC, told the committee that the Bricker bill to authorize the FCC to regulate networks directly was an "unwise" and "unnecessary" measure.

The bill, he said, was radical and sweeping in its effect. It would, he added, extend government supervision to a whole new area of private enterprise in the fields of entertainment, information and advertising. By this he meant, he said, that the FCC would be authorized to regulate the services, economics and business dealings of networks. This is a dangerous extension of federal control, he said.

Government jurisdiction over radio-tv stations is due to the fact that they use frequencies; networks do not, Mr. Adams said. Federal intervention into the field of entertainment, news and information raises the danger of interference with freedom of expression, he said.

Networks, Mr. Adams emphasized, provide programs to stations. Stations broadcast these programs to the public. But, he continued, networks are not the only sources of programming for stations—there are film syndicators, motion picture distributing firms, program packagers and advertising agencies. Should they too be regulated? he asked.

Mr. Adams expressed the fear that the Commission would involve itself with a network's business practices—advertising rates, affiliations, sales policies, financial arrangements with affiliates.

If networks are subject to regulation, Mr. Adams asked, does not such an argument also indicate the regulation be imposed on newspapers and magazines?

A network, Mr. Adams said, does not charge the public for its service; it holds no government franchise; it uses no broadcast frequencies. "Placing networks under government control would be regulation for the sake of regulation," the NBC executive said.

WITNESS: Mortimer Weinbach

Mortimer Weinbach, vice president and general counsel, ABC, told the committee that the Commission now has ample power to protect the public interest through its indirect control over networks (via its authority to license network owned stations); that consideration of the Bricker bill is premature, since the Commission is still considering the Barrow Report. Mr. Weinbach also stated that if legislation is necessary it should be done by a "comprehensive" law designed specifically for that purpose.

"Allocation, not regulation is the answer," Mr. Weinbach stated in conclusion. He referred to ABC's allocations proposal submitted June 2 to the FCC (see page 56).

The power now exercised by the FCC over stations (network owned or affiliated) is as effective as any which the bill proposes, Mr. Weinbach said.

The ABC executive also questioned the vagueness of the bill. It would merely give the FCC power to regulate networks—and the Commission would be setting forth on an uncharted sea, he said. For one thing, Mr. Weinbach illustrated, the Commission might start off with licensing networks. That would be discrimination, he said, unless the FCC also was empowered to license other program sources (program packagers and film syndicators).

WITNESS: John W. Bricker

In opening the hearing Tuesday morning, Sen. Bricker stated that present FCC chain broadcasting regulations, under which indirect control over the networks is exercised, "seem needlessly involved and awkward." He said previous congressional hearings "demonstrated clearly that a number of practices of the networks adversely affect interests of independent tv stations, independent program producers, local and regional advertisers and the general public."

Sen. Bricker said he did not see how the Commission can ignore the "substantial unanimity on key points" of three recent reports (the Barrow report and House Judiciary and Senate Commerce Committee reports) critical of the networks. To carry out recommendations of these reports, he said, direct regulation of the networks will be necessary.

"I want to make it clear that I recognize fully the tremendous contributions made to our system of television by the networks," Sen. Bricker stated. "However, it seems to me that the record now makes clear that problems have arisen in connection with network operations which can only be handled, in the public interest, if the Commission is given the power of direct regulation over what all must admit are the dominant forces in broadcasting today."

Sen. Bricker several times declared that he would be more sympathetic to the networks' attacks if they had not raised the same cries of danger when the chain broadcasting rules were adopted in 1941.

At other times, Sen. Bricker repeated that networks do use public frequencies, via stations, and that therefore the argument that they should not be regulated does not hold up. "If there was no public frequency," the Ohioan stated at one point, "the networks wouldn't be in business." This was in answer to contentions that since networks did not use frequencies they should not be regulated.

One segment of the industry (stations) is under regulation, Sen. Bricker observed at one point, while the other (networks) is not.

"No one wants to damage the public or the broadcasting industry," Sen. Bricker declared. The industry and the networks have done "a magnificent job," he added. But, he went on, the sincerity of the networks' position is questionable because there is a widespread belief in the industry that the Ohio Senator introduced his bill to permit the FCC to regulate networks out of personal pique. That, he said, was out of whole cloth. The bill was introduced, he stated, in full sincerity and in the public interest—an attempt to permit the FCC to do directly what it now does by indirection.

At another point Sen. Bricker said he understood the tendency of anyone under regulation to anticipate dangers whenever any changes are proposed, but he added, those dangers are really not there, they are all theoretical.

Sen. Bricker listed his reasons for submitting the bill to regulate networks as hav-

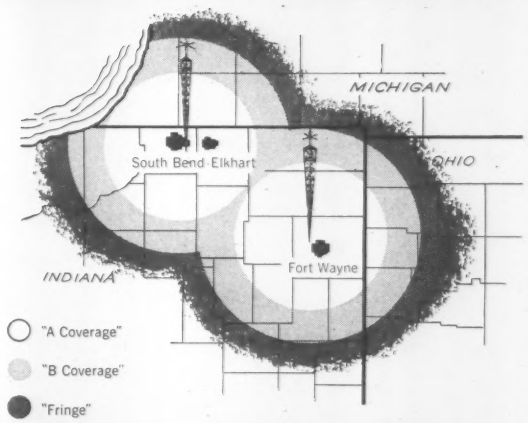
To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWO LURES in Indiana!

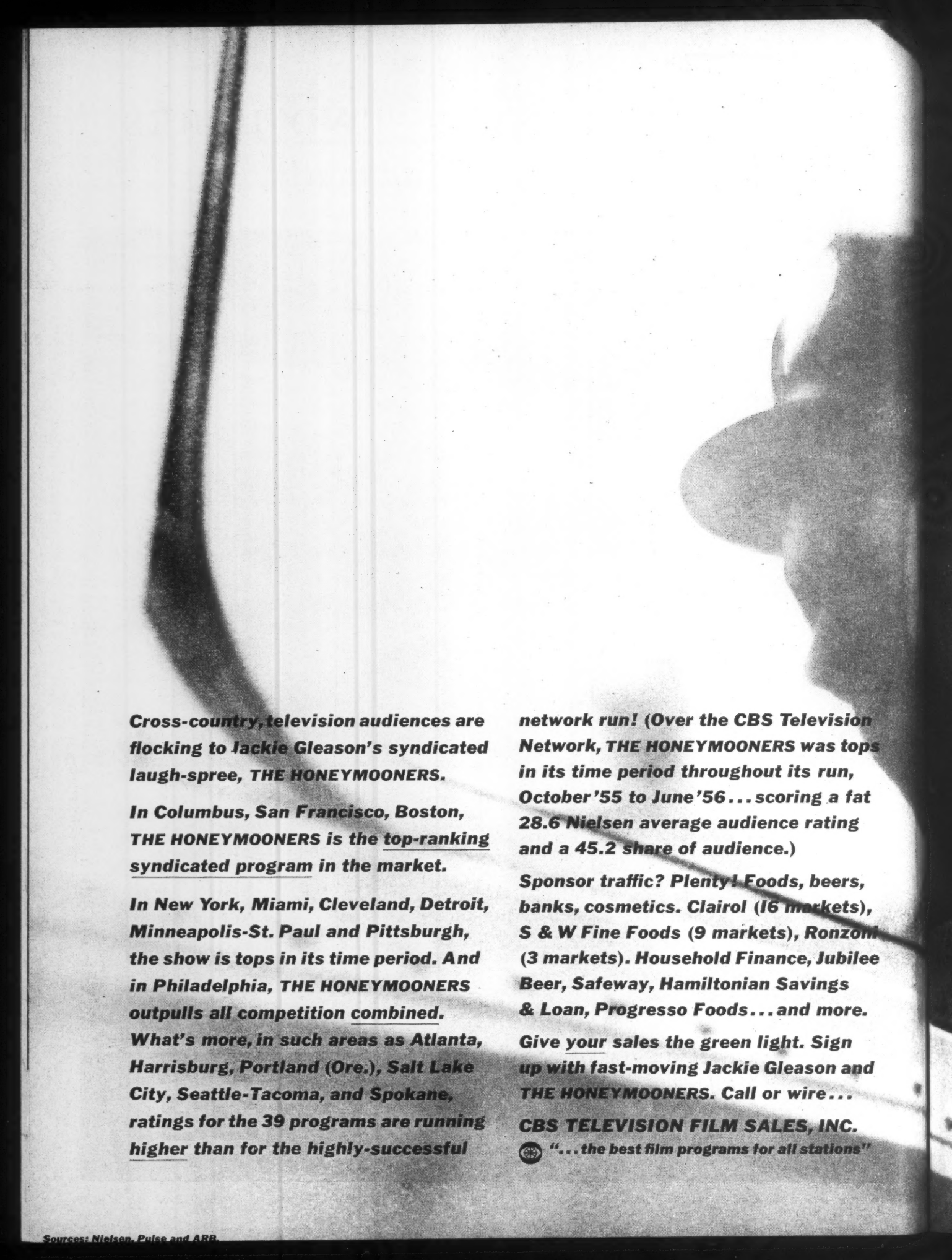
In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover *two* major markets—South Bend-Elkhart and Fort Wayne—with *one* combination buy which saves 10%! The coverage they get is from *within*—strong in its local loyalties—no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population—$2.8 billion Effective Buying Income. Yours, with just *one* buy!



call your **H-R** man now!

WSJV SOUTH BEND ELKHART **28** ABC

WKJG FORT WAYNE **33** NBC



Cross-country, television audiences are flocking to Jackie Gleason's syndicated laugh-spree, THE HONEYMOONERS.

In Columbus, San Francisco, Boston, THE HONEYMOONERS is the top-ranking syndicated program in the market.

In New York, Miami, Cleveland, Detroit, Minneapolis-St. Paul and Pittsburgh, the show is tops in its time period. And in Philadelphia, THE HONEYMOONERS outpulls all competition combined. What's more, in such areas as Atlanta, Harrisburg, Portland (Ore.), Salt Lake City, Seattle-Tacoma, and Spokane, ratings for the 39 programs are running higher than for the highly-successful network run! (Over the CBS Television Network, THE HONEYMOONERS was tops in its time period throughout its run, October '55 to June '56... scoring a fat 28.6 Nielsen average audience rating and a 45.2 share of audience.)

Sponsor traffic? Plenty! Foods, beers, banks, cosmetics. Clairol (16 markets), S & W Fine Foods (9 markets), Ronzoni (3 markets). Household Finance, Jubilee Beer, Safeway, Hamiltonian Savings & Loan, Progresso Foods... and more.

Give your sales the green light. Sign up with fast-moving Jackie Gleason and THE HONEYMOONERS. Call or wire...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

Sources: Nielsen, Pulse and ARB.

what traffic!

ing come from his observation of the industry; the awkwardness of the FCC having to regulate network practices through rules applying to stations; the fear that such a powerful force as television can be used to propagandize the American public or promote one product to the detriment of another.

The Ohio senator said that he wasn't sure that legislation might be enacted, or that what may be enacted will be exactly what is in his bill. But, he said, the hearings have been worthwhile for the Congress, the public and the industry.

Sen. Bricker said he has been impressed with the arguments that the bill is too vague and "open-ended." He said he does not want to give the FCC *carte blanche*. Regulation, he continued, must be specific and kept to a minimum.

WITNESS: Kenneth Cox

Kenneth Cox, special counsel to the Senate Commerce Committee, emphasized several times that the bill does not give the FCC any more power over networks than it already exercises over stations. This was in answer to fears expressed that the Commission might get into regulation of rates, programs, business practices, affiliations, and advertising.

He explained that his concept of the bill was that the FCC would intervene in network practices only if there was a complaint filed.

In answer to the ABC approach that many of the abuses allegedly complained of would disappear if there were at least three comparable facilities available in major markets, Mr. Cox disagreed. He said there still would be concentration since other program producers would still be unable to secure favorable time on stations. He agreed that if there were four or more facilities available, the "abuses" might disappear.

THREE FORMER CHAIRMEN of the Senate Committee on Interstate & Foreign Commerce are involved in the problem of community antenna systems and their impact on local tv stations, subject to hearings before that same committee two weeks ago [GOVERNMENT, June 2]. Shown here are (l to r) former Sen. Burton K. Wheeler (D-Mont.), former Sen. Edwin C. Johnson (D-Colo.) and Sen. John W. Bricker (R-Ohio). Sen. Wheeler is counsel for the tv broadcasters during the current controversy. Sen. Johnson appeared as a witness to describe what he had done about boosters as governor of Colorado (to which he was elected after retiring from the Senate in 1955) and sided with the broadcasters on the evils of catv. Sen. Bricker is senior Republican on the committee. Sen. Wheeler was a member of the Senate from 1923 to 1947; Sen. Johnson from 1936 to 1954. Sen. Bricker was first elected to the Senate in 1946.

Court Hears Dispute by WIBC On Craven Indianapolis Tv Vote

The U.S. Court of Appeals in Washington last week heard WIBC Indianapolis argue that FCC Comr. T.A.M. Craven should not have been allowed to vote in the 1957 Indianapolis ch. 13 decision which gave that vhf channel to Crosley Broadcasting Corp.

WIBC, one of the three unsuccessful applicants, said that Comr. Craven should not have voted in the case because of conflict of interest. It claimed that Mr. Craven's engineering firm was engaged by WIRE Indianapolis in preparing its application for the city's ch. 13 frequency, and that this foreclosed Mr. Craven from voting. The third unsuccessful applicant was Mid-West Tv Corp., composed of local businessmen, which had been recommended for the grant by a hearing examiner.

The grant was made March 8, 1957 on a four to three vote, with Comrs. Rosel H. Hyde, Robert T. Bartley and Robert E. Lee dissenting. Comr. Craven at first abstained, as he has in all cases in which former clients are involved, but the Commission ordered him to break the tie. Mr. Craven received a formal legal opinion by the FCC's general counsel that it was his duty to vote to break the tie.

The argument was heard by Chief Judge Henry W. Edgerton and Circuit Judges Wilbur K. Miller and John A. Danaher. FCC General Counsel Warren E. Baker argued for the Commission; Duke Patrick for Crosley; and Harry Ice, Indianapolis attorney, for WIBC.

SEC Reports for May

Common stock transaction by officers and directors of companies in the radio-tv and allied fields, reported by the Securities & Exchange Commission last week were as follows:

Avco Mfg. Corp.—James D. Shouse sold 450 shares in April, retains 500 shares; Curry W. Stoup bought 100 in October, 1957, retaining 250 shares.

C&C Television Corp.—Matthew Fox bought 1,400 shares in April, sold 1,700 shares in April, retaining 615,300 shares.

CBS Inc.—Henry C. Bonfig bought 200 shares June 1957, holds 200 total; Louis G. Cowan bought 100 shares in March 1958, holds total of 100 shares.

Guild Films Co. Inc.—John J. Cole bought 30,000 shares in private transaction in April 1958, holds total of 30,000 shares; Nicholas Reisini for Robin International Inc., sold 4,700 shares in March 1958, with Robin International retaining 173,000 shares.

Loew's Inc.—Charles C. Barry bought 100 shares in April 1958, holding total of 200.

National Telefilm Assoc.—E. Johnny Graff sold 300 shares in November 1956, bought 1,000 and sold 100 in December 1956, bought 700 in May 1957, sold 200 in February 1958, sold 200 in March 1958, with total holdings now at 1,500.

National Theatres Inc.—B. Gerald Cantor bought 1,000 shares in April 1958, boosting holdings to 110,00 shares; T. H. Sword sold 600 shares in April 1958, reducing holdings to 200.

Storer Broadcasting Co.—John E. McCoy sold 500 shares in April 1958, reducing holdings to 5,500 shares.

Court Hears New Orleans Losers Protest Ch. 4 Grant to Loyola

Two losing applicants for ch. 4 in New Orleans argued last week that the winner, Loyola U. (WWL-AM-TV New Orleans), should not have been granted the tv facility. Their appeal was argued before the U. S. Court of Appeals for the District of Columbia.

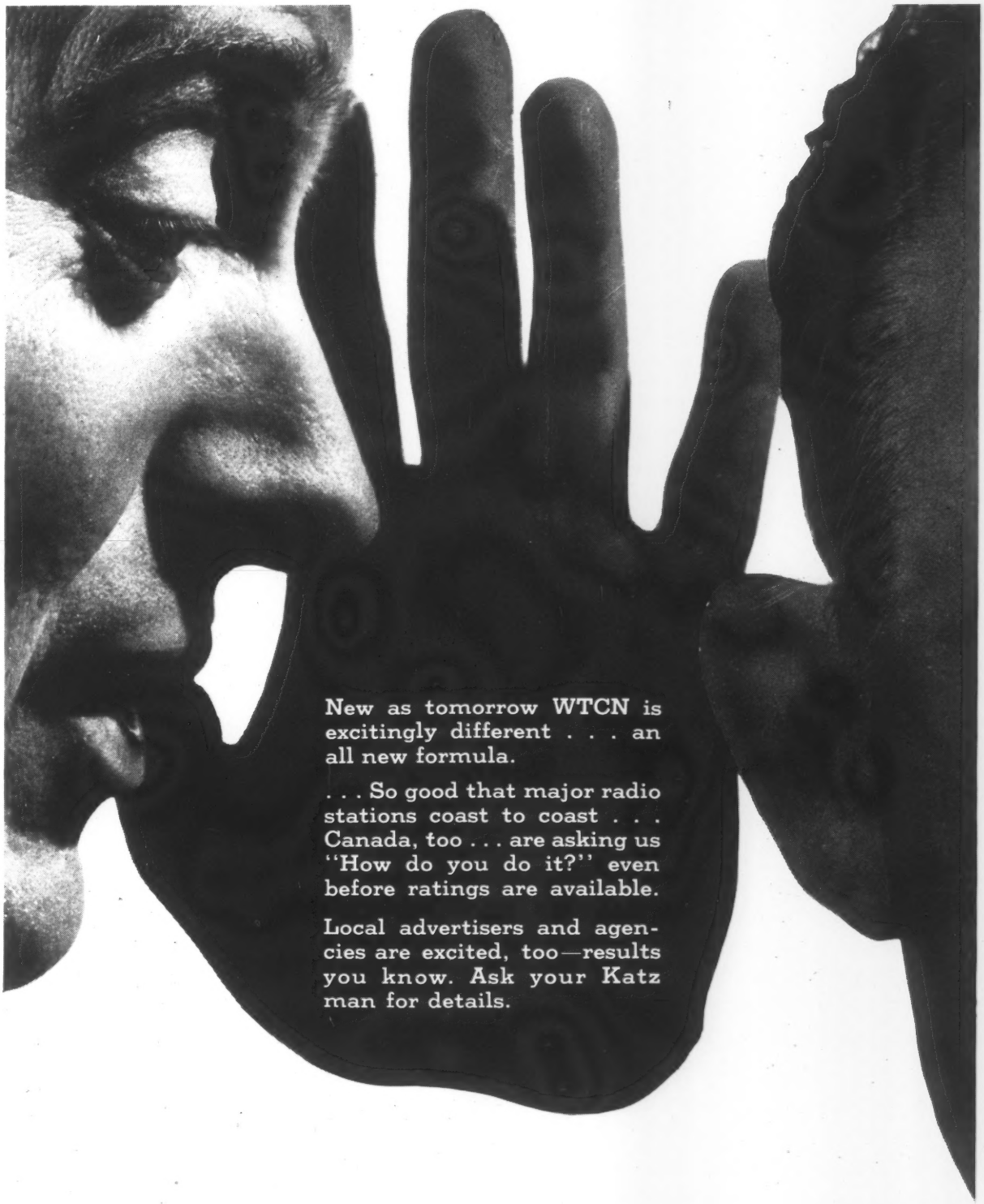
James A. Noe & Co. (WNOE New Orleans) said Loyola is ineligible because the Communications Act prohibits the grant of a license to "an alien or a representative of an alien." WNOE said the president of Loyola receives his appointment through the head of the Roman Catholic Society of Jesus (Jesuits), who is a Belgian residing in Rome.

The other losing applicant, the *Times-Picayune* (WTPS New Orleans), did not contend that Loyola is ineligible for a tv license, but thought the FCC reached an incredible conclusion when it held that Loyola is independent from the Society of Jesus for legal and practical purposes.

The FCC granted ch. 4 to Loyola July 11, 1956, primarily on the performance record of WWL (50 kw on 870 kc), which the university has operated since 1922 on a commercial basis, with CBS affiliation. Loyola also was favored in the area of diversification of communications interests [AT DEADLINE, July 16, 1956]. The FCC grant reversed a hearing examiner's initial decision favoring the *Times-Picayune*, issued a year earlier [GOVERNMENT, July 11, 1955]. WWL-TV has been on the air since Sept. 1, 1957.

Town to Report TASO Progress

Dr. George Town, executive director of the Television Allocations Study Organization, will address the Washington Chapter of the Institute of Radio Engineers on Tuesday, June 24, on the progress thus far made by the TASO organization. The meeting will be held at the Perpetual Building Auditorium, 11th and E Sts., N. W., at 8 p.m.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EDITORIAL FINE POINTS RAISED

Broadcasters are studying carefully the implications of the latest FCC pronouncement on the fine points of editorializing over the air, following the Commission's discussion of licensees' responsibility when it renewed the licenses of the Newhouse stations in Birmingham, Ala., two weeks ago [AT DEADLINE, June 2].

The Commission renewed the licenses of WAPI, WAFM (FM) and WABT (TV) Birmingham after holding them up while investigating complaints that the station presented a biased editorial against toll tv. This was one of a number of inquiries instituted by the FCC following a formal complaint Feb. 17 by James M. Landis, counsel for Skiatron Television & Electronics Corp. against all three networks and many of their affiliates.

The Birmingham renewals were accompanied by a Commission letter which reviewed the pay tv programs and implied that the licensee had not dealt fairly with the subject. Comr. T. A. M. Craven dissented from the contents of the letter.

WABT presented an anti-pay tv discussion by its news director on Jan. 31, between 6:15 p.m. and 6:30 p.m. Three days later, on Feb. 3, three station employes participated in a 25-minute informal discussion, with two "taking the viewpoint of the protagonists."

The FCC expressed displeasure that the news director's editorial called on those listening to write their congressmen, while no such appeal was made on the Feb. 3 discussion program.

The Commission said that the station failed to offer its facilities to a "known proponent" of subscription tv and that the counter-balancing arguments in favor of pay tv were not offered in the same time period that the anti-pay tv editorial was broadcast—or at approximately the same time on a week day shortly thereafter.

The Commission said, however, that a review of the station's operations over the last license period (three years) does not indicate that there has been anything "otherwise" remiss in the overall operations or that there have been any other instances in which the stations have "deviated" from the standards established for editorializing.

The right of broadcasters to editorialize was directly challenged early this year when Mr. Landis, charged that all three tv networks and their affiliated stations had broadcast unfair, partisan, one-sided programs on the subject of subscription tv.

What hurt most, the Skiatron counsel implied in a Feb. 17 letter to FCC Chairman John C. Doerfer, was that congressmen and senators were inundated with letters opposing virtually unanimously the establishment of toll tv.

The FCC forwarded copies to the tv networks and the stations identified in the letter and asked for comments. The replies came in during April and May.

WJBK-TV Detroit (Storer station) said it presented a question and answer program on pay tv on Jan. 24. No editorial opinion was expressed. On Feb. 2 it presented a kinescope of CBS' *Right Now* program featuring a debate between Richard S. Salant, CBS vice president, and Robert Hall, Skiatron official.

WBTV (TV) Charlotte, N. C., on Jan. 27, in conjunction with WSOC-TV Charlotte, simultaneously broadcast the 30-minute *Now It Can Be Tolled* program opposing pay tv. On Feb. 2 WBTV broadcast the CBS Salant-Hall debate, and on Feb. 7 it devoted 30 minutes to a mass press interview on pay tv between newspaper reporters of six area newspapers and Harold Fellows, NAB president. This program was fed to other area stations (WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.; WLOS-TV Asheville, N. C.; WSPA-TV Spartanburg, S. C., and WSJS-TV Winston-Salem, N. C.). On Feb. 28, both WBTV and WSOC-TV wired toll tv proponents Skiatron, Zenith and International Telemeter Corp. offering free time to state their side of the controversy. None accepted. Three local congressmen and one senator asked for and received time to speak on the subject.

ABC-TV broadcast only one network program on the subject. That was Jan. 12 when Ted Leitzell, Zenith, and Dr. Dallas Smythe, U. of Illinois communications professor who opposed subscription tv, were interviewed. On Feb. 1, ABC's owned KABC-TV Los Angeles and KGO-TV San Francisco presented a pay tv program on *Your Decision*, a regional west coast program. The program was moderated by State Senator Jack McCarthy and included three San Franciscans, one in favor, one opposed and the third favoring pay tv if it was regulated. On Nov. 8, 1957, ABC's WBKB (TV) Chicago presented Ted Leitzell, Zenith, in two interviews the same day.

NBC told the FCC that it took no editorial position on pay tv in any of its broadcasts. It pointed to a Feb. 13 broadcast over WRCA-TV New York in which Rep. Emanuel Celler (D-N. Y.) and Robert Hall, Skiatron, were interviewed by Tex McCrary.

CBS said that it had presented the Salant-Hall debate over the network on Feb. 2 and no other. It had presented news reports during the House hearings.

Final Action Closer On Long 770-kc Case

Action in at least one phase in the FCC's tentative proposals in the clear channel case [LEAD STORY, April 21] seemed in the making last week when the agency ordered preparation of documents looking toward affirming an examiner's initial decision in the 17-year-old KOB Albuquerque-WABC New York squabble over the 770 kc frequency.

The initial decision by Hearing Examiner Hugh B. Hutchison, issued four months ago [GOVERNMENT, Feb. 10], recommended that 770 kc be changed from a 1-A to a 1-B frequency, accommodating both KOB and WABC and with both using directional antennas to protect each other. Each would have unlimited time with 50 kw.

The FCC went along with this suggestion in revealing last April its tentative plans to duplicate 660 kc, 770 kc, 880 kc, 1100 kc and 1180 kc. Comments are due in this proceeding by July 15, with replies 45 days later.

The action last week was the latest in an imbroglio which began in March 1941, when KOB, in operation since 1922, was assigned 1030 kc (still its legal assignment) with 10 kw. Later in 1951 the FCC decided KOB's service area would be more extensive and on its own motion modified KOB's special service authorization to specify 770 instead of 1030 kc. The station already had received permission to boost power to 50 kw day, 25 kw night.

Soon afterward WABC New York (then WJZ) began its 17-year-old fight to get KOB off its 770 kc Class 1-A channel.

In 1951 the U. S. Court of Appeals acted on WABC's appeal, upholding FCC authority to issue SSA's for limited periods but holding continuance of the KOB SSA was a "modification" of WABC's license and afforded the New York station no opportunity for a hearing. The FCC in 1955 decided to continue KOB on 770 kc until resolution of the now-12-year-old clear channel proceeding. WABC again appealed and the court ruled that WABC would have to be protected; whereupon, the FCC ordered KOB to directionalize at night. The station has been using a directional antenna since April 26, 1957.

KOB has changed hands twice during the long battle, being sold (both KOB and KOB-TV) by T. M. Pepperday to Time Inc. and the late Wayne Coy in 1952 and resold to KSTP-AM-TV Minneapolis in 1957 for $1.5 million.

KOB, licensed on 1030 kc with 10 kw unlimited, operates under SSA on 770 kc with 50 kw day and 25 kw with directional antenna at night. WABC is licensed on 770 kc with 50 kw unlimited.

WBZ Boston, Class 1-B station assigned 1030 kc with 50 kw and directional antenna, is a party to the case in objecting to KOB's assignment of 1030 kc. KATR Corpus Christi, Tex. (formerly KWBU), is a limited-time secondary station on 1030 kc and also is a party in the case.

Tall Tower Standards Unchanged

Criteria for judging whether tall towers are hazards to air navigation were extended for one year, to June 3, 1959, it was decided last week. The agreement was worked out by FCC Comr. Robert E. Lee and CAA Administrator James T. Pyle, co-chairmen of the Joint Industry-Government Tall Structures Committee, and concurred in by all members of the committee. Standards for determining whether towers are hazardous or not were established in 1957 and were accepted by broadcast and aviation interests for a one year trial. JIGTSC comprises representatives of broadcast and aviation interests, with the following broadcast representatives as members: Robert E. L. Kennedy, Assn. of Federal Communications Engineers; Robert M. Booth Jr., Federal Communications Bar Assn.; A. Prose Walker, NAB, and Cyril M. Braum, Joint Council on Educational Tv.

Best insurance you can buy against long periods of interrupted service. With an elevator, it's possible to get a technician up on the tower fast . . . and in almost any kind of weather . . . to locate and correct trouble. This kind of *fast* action is just not possible without an elevator, especially at night or during icy winter weather.

Easy to give on-the-spot supervision. When there's work being done way up the tower, an elevator enables you to supervise and inspect the job yourself, get a first hand close-up view of equipment in safety and comfort.

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An elevator is practically a "must" on a tall antenna tower. Dresser-Ideco recommends that all towers in the 700-foot height range, or higher, be elevator-equipped, and suggests under certain circumstances that an elevator would be a practical investment in a tower of lesser height.

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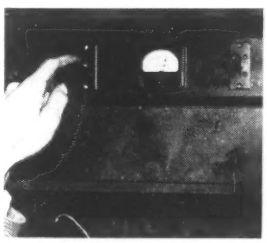

(above) A toggle switch controls elevator car movements. The standby system switch is located to the right of the battery meter.

(right) Car is fitted with spring-loaded nylon rollers which engage the guide rails, prevent car sway and insure smooth operation.

(right) Rated for a load of 750 pounds, will comfortably accommodate two people. Car stops automatically if door is opened, will not start until it is closed. Supported by a double set of cables, either one of which will hold the car and its full load.

CRAVEN, ABC PLANS BEFORE FCC

The FCC will meet today to discuss vital, long-range tv allocations policy—and high on the agenda is FCC Comr. T. A. M. Craven's plan for a breakthrough of the uhf-vhf muddle through the establishment of a single, contiguous vhf band of 25 channels [LEAD STORY, June 2].

The Commission also will have before it the latest plea by ABC to establish parity in the top, major markets of the country. This was filed by the network last week.

As before, ABC suggests a revision of mileage separation standards, as well as the use of directional antennas to accomplish drop-ins.

ABC said it has completed engineering surveys of 14 two-vhf markets and has found solutions in 12 of them.

They are: Louisville, Ky., add ch. 7; Syracuse, N. Y., delete ch. 8, add chs. 9 and 11; Rochester, N. Y., add ch. 3; Providence, R. I., delete ch. 12, add chs. 8 and 13; Jacksonville, Fla., add ch. 10; Knoxville, Tenn., add ch. 2 or ch. 8; Mobile, Ala.-Pensacola, Fla., add ch. 3; Birmingham, Ala., add ch. 3; Grand Rapids-Kalamazoo, Mich., add ch. 11 or ch. 13; Oklahoma City, Okla., move ch. 5 from Enid; Shreveport, La., delete ch. 3, add chs. 2 and 4, or move ch. 10 from El Dorado, Ark., or ch. 5 from Alexandria, La.; Greensboro-Winston Salem-High Point, N. C., add ch. 8.

Studies are being continued, ABC said, of Wheeling, W. Va.-Steubenville, Ohio, and Toledo, Ohio, as well as "four other important two-vhf markets.

In three of the 12 cities, ABC said, drop-ins of vhf channels can be accomplished in accordance with present mileage separations. These are Syracuse, Oklahoma City and Greensboro-Winston Salem-High Point.

In six others, the network continued, channels can be allocated in accordance with present mileage separations, but transmitter-transmitter separations will require some reduction in these standards.

These are Louisville, Rochester, Providence, Mobile-Pensacola, Birmingham and Grand Rapids-Kalamazoo.

In the remaining three markets, mileage reductions are required not only to assign the channels to these communities, but also to enable the transmitters to be sited competitively.

These are Jacksonville, Shreveport and Knoxville.

The maximum mileage reduction is the assignment of ch. 7 to Louisville, ABC said. In order to meet present mileage factors, the ch. 7 transmitter would have to be located 40 miles from the center of Louisville and the signal would not be competitive with other stations in Louisville. However, ABC pointed out, through the use of a directional antenna and precision offset, ch. 7 can be situated nearer the city in order that its signal be comparable with other vhf stations there.

Where there are one-vhf markets ABC suggested that no second vhf channel be allocated, but that the FCC consider deintermixing the community to all uhf, or to authorize simultaneous uhf-vhf operation in order to prepare the way for later transition to all-uhf.

Comr. Craven's proposal is a long range goal, and would be dependent on the cooperation of the Office of Defense Mobilization. It's basic premise is that a contiguous 25-channel band would enable manufacturers to make all channel receivers as cheaply if not more cheaply than present vhf-only sets.

As envisaged by Comr. Craven, an acknowledged allocations expert, the present chs. 2 through 6 would be dropped and the single band would begin at what is now ch. 7 (174 mc) and extend in an unbroken band to 324 mc. This would accommodate 25 six-mc tv channels.

Given ODM approval—and the Commission is planning to sit down with defense officials for a "long look" at allocations in the near future—the transition to the all-vhf band would be accomplished over a seven- to ten-year period.

Also part of Mr. Craven's proposal are two earlier steps: The first is an immediate move to create at least three comparable facilities in the top markets; and the second is a short range extension of this to provide competitive facilities in at least the first 150 markets. This second move, however, would not begin until the report of the Television Allocations Study Organization has been submitted, expected the end of the year.

FCC Puts Stations on Carpet For Not Identifying NAM Films

The FCC has asked—or is getting ready to ask—27 television stations to explain why they carried kinescopes of hearings several weeks ago by the Senate Labor-Management Committee on the Kohler strike without disclosing that the films were paid for by the National Assn. of Manufacturers [GOVERNMENT, April 21].

Involved is Sec. 3.654 of the FCC Rules requiring (a) that when a station carries a program in return for "money, services or other valuable consideration," the station must announce that the program is "sponsored, paid for, or furnished" with identification of the source; and that (b) when films, records, transcriptions and other material are furnished involving a political program or discussion of "controversial issues," the station must identify by announcement the person furnishing them.

NAM has furnished the FCC with a list of the 27 tv outlets which carried films of the hearings made by Metropolitan Broadcasting Corp. (formerly DuMont Broadcasting Corp.). In a letter to the FCC dated May 26, NAM said, "In the interest of public service and specifically offered as such by representatives of NAM's regional offices throughout the country, prints of one-hour kinescopes, exactly as prepared, edited and telecast" by Metropolitan's WTTG (TV) Washington, were shipped, one print to each of the 27 stations.

The FCC on May 15 had asked NAM for a complete list after requesting it from Metropolitan and receiving only a partial list. At that time the FCC said it had received information that the kinescopes "may have been used by said stations without complying with the Commission's Rules."

The Commission began the investigation after a complaint by AFL-CIO that NAM underwrote the cost of the films. The films covered the Senate group's March hearings on the United Auto Workers strike against the Kohler Co. in Sheboygan, Wis.

The list of stations:

WPIX (TV) New York; WCSH-TV Portland, Me.; KTTV (TV) Los Angeles; WJBK-TV Detroit; WOOD-TV Grand Rapids, Mich.; WISN-TV Milwaukee; WFRV-TV Green Bay, Wis.; WDAY-TV Fargo, N. D.; KMOT (TV) Minot, N. D.; KNOX-TV Grand Forks, N. D.; KELO-TV Sioux Falls, S. D.; KPLO-TV Reliance, S. D.; WJTV (TV) Jackson, Miss.; KTVC (TV) Ensign, Kan.; WATR-TV Waterbury, Conn.; WVUE (TV) Wilmington, Del.; WHYN-TV Springfield, Mass.; KYW-TV Cleveland; WSAZ-TV Huntington, W. Va.; WKOW-TV Madison, Wis.; KSTP-TV St. Paul; KFYR-TV Bismarck, N. D.; KARD-TV Wichita, Kan.; KDLO-TV Florence, S. D.; KTRK (TV) Houston; KVAR (TV) Mesa-Phoenix, Ariz.; KUMV (TV) Williston, N. D.

WFLB-TV Withdraws Protest Of WTVD (TV) Antenna Change

WFLB-TV Fayetteville, North Carolina's only operating uhf outlet, withdrew its protest against a proposed antenna height increase and move of transmitter by WTVD (TV) Durham—one week after WFLB-TV won its request for a hearing on the grant and a matter of hours after the FCC had set a date for the hearing. The FCC subsequently granted WFLB-TV's petition to withdraw and made final WTVD's grant to make the antenna-transmitter changes.

The FCC on April 2 granted WTVD (ch. 11) permission without a hearing to increase antenna height and move its transmitter nearer Raleigh and Fayetteville. But WFLB-TV protested and the Commission on May 28 stayed the effective date of the grant and ordered a hearing, last Wednesday setting the hearing for July 3.

Then later Wednesday, the FCC taking immediate action on WFLB-TV's request, asked preparation of documents looking toward dismissal of the protest, clearing the way for WTVD to go ahead with its former plans. WFLB-TV gave no official reason for withdrawing its protest.

In ordering the hearing the FCC had denied WFLB-TV's request to make "premature construction" (at the proposed new transmitter site) an issue and had placed the burden of proof on WFLB-TV for the following issues:

(1) the effect of the WTVD grant upon WFLB-TV; (2) areas and populations which would gain or lose the WTVD signals and programs, the other tv service available to such areas and their need for WTVD signals to be gained or lost; (3) whether the move would tend to make WTVD a Raleigh-Durham station rather than a Durham outlet and if this would better serve the public than at present; (4) whether the grant is in the public interest in the light of facts to be developed from the foregoing issues.

It was brought out in WFLB-TV's original protest that that station "picks up" four hours weekly of CBS-TV programs from WTVD.

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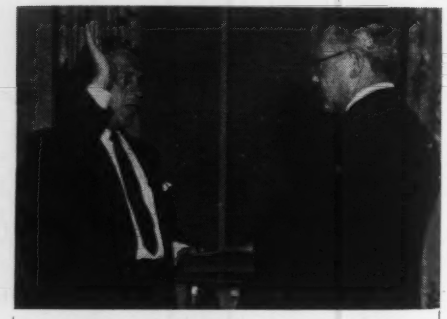

OATH OF OFFICE for Comr. Robert T. Bartley (r) was administered Wednesday by Chairman John C. Doerfer for a new seven-year term beginning July 1. Present for ceremonies were the Texas Democrat's wife, Ruth; sons Robert T. Jr. (Buck), 19, Tom, 10, and daughter Jane, 17. Comr. Bartley was nominated to his first term March 6, 1952, by President Truman to succeed the late Wayne Coy, who had resigned as chairman to join Time Inc. as a partner in that firm's first radio-tv ownership venture.

Court Denies WITV (TV) Appeal Pleading Miami Ch. 10 Injury

The FCC's allocation of and authority to grant ch. 10 in Miami have been upheld in a unanimous decision by the U. S. Court of Appeals for the District of Columbia. The court denied an appeal by WITV (TV) Fort Lauderdale, Fla., 25 miles away, claiming economic injury. WITV's license, the court said, "contained no express or implied terms insuring financial success or freedom from hurtful competition." The court said the FCC already has considered in other related proceedings the WITV contention that if it were forced off the air by competition from ch. 10 the Communications Act's provision for equitable distribution of facilities among states and communities would be compromised thereby.

The FCC in a 4-3 vote on Thursday denied WITV's petition asking reconsideration of the Commission's dismissal of the station's request for experimental operation on ch. 6 in Miami to compare simultaneous uhf and vhf operation.

Court Rules Against WLDB

Judgment for copyright infringement against Leroy and Dorothy Bremmer, owners of WLDB Atlantic City, has been obtained by members of ASCAP. The plaintiffs alleged that copyrighted songs were performed by the station without authorization. Plaintiffs were Frank Loesser, Matt Dubey, Harold Karr, New World Music Corp., and Mayfair Music Corp. The U. S. district court for New Jersey restrained the defendant from publicly performing the songs in the future, and awarded damages of $250 for each unauthorized performance together with court costs and attorney's fees.

OVERSIGHT SUBCOMMITTEE DIGS DEEPER INTO FCC 'PRESSURES'

Purported influences in the Miami, St. Louis and Boston tv cases continued to occupy the spotlight of House Legislative Oversight Subcommittee hearings held last week in Washington and Boston.

Chairman Rep. Oren Harris (D-Ark.) opened the Monday morning hearing in Washington with the announcement the subcommittee hopes to complete its FCC investigations by the end of this month. This will be followed by legislation designed to cure the "ills" discovered by the subcommittee in FCC operations. The chairman expressed hope Congress would act on the legislation before adjournment, probably sometime in August [GOVERNMENT, June 2].

Following the committee's interim report last April [LEAD STORY, April 7], Rep. Harris introduced HR 11886, which would: (1) require the FCC to adopt a code of ethics; (2) prevent the payment of honorariums to commissioners; (3) strengthen the law regarding *ex parte* contacts, and (4) give the President power to remove a commissioner from office. Rep. Harris also has announced plans to sponsor legislation requiring the seller of a station to pay a transfer fee to the government.

Subcommittee attorney Stephen J. Angland last week presented testimony purporting to show several instances of *ex parte* contacts in different comparative cases. Of the four applicants for Miami ch. 7, Mr. Angland claimed, all except Sunbeam Tv Corp. brought pressures to bear against the Commission. The winning applicant was Biscayne Tv Corp. (Cox and Knight newspapers and former NBC President Niles Trammell). The two losing applicants were East Coast Tv Corp. and South Florida Tv Corp.

Mr. Knight was quoted as saying Biscayne had cause to be concerned because Thurman A. Whiteside, Miami attorney who figured prominently in the Miami ch. 10 investigations, was working actively for South Florida. When asked what commissioners he had talked to, Mr. Trammell was quoted as replying: "I guess I made the rounds." None of the principals testified in person last week and all statements were those Mr. Angland said had been given him.

Mr. Knight told Mr. Angland, according to the attorney's report of an interview with the publisher in Chicago, that Ben Fuqua, vice president of the Florida Power & Light Co., was asked to help in the ch. 7 case with the knowledge that he (Fuqua) was a close personal friend of then Comr. Richard A. Mack. Like Mr. Whiteside, Mr. Fuqua also participated *ex parte* in the ch. 10 case.

Mr Fuqua was quoted by Mr. Angland as saying he visited Comr. Mack at least twice while the ch. 7 case was active—once before the final decision and once after the court had remanded the decision to the Commission. Mr. Fuqua was quoted as saying Comr. Mack indicated Biscayne had nothing to worry about. Mr. Angland introduced into the record 24 written, personal and telephone contacts between Mr. Fuqua and Comr. Mack while the ch. 7 decision was pending.

Mr. Angland further quoted Mr. Knight as stating he asked Sen. John W. Bricker (R-Ohio) to check with then FCC Chairman George C. McConnaughey as to when a final decision would be issued by the FCC. Mr. Knight said he understood Sen. Bricker did talk to Comr. McConnaughey but he does not know the outcome.

In a telephone interview with Mr. Angland, South Florida principal Jack C. Stein was quoted as saying he considered that applicant's chances "dead" when Frieda Hennock left the Commission in June 1955. Miss Hennock was replaced by Comr. Mack.

Mr. Stein said that Sen. George Smathers (D-Fla.) advised him to be on the lookout for "pressures" from the White House and that he hired Mr. Whiteside to find out where the alleged pressures were coming from. "We were just trying to get information, not a vote," Mr. Stein stated.

Contacts also were made by John D. Pennekamp, associate editor of Knight's *Miami Herald*, Mr. Knight and Leonard Reinsch executive director of the Cox stations, according to Mr. Stein's telephone interview. He specifically charged that Mr. Reinsch "used every source at his command to bring pressures on the FCC."

Mr. Stein said South Florida was unable to establish any actual White House pressures but that he still is "suspicious." He said Mr. Whiteside told him before the Commission vote that the grant was "going to the newspapers" and that Comr. Mack called Mr. Pennekamp for instructions on how to vote.

South Florida considered bringing Roy Cohn, New York attorney and controversial Senate counsel during the Army-McCarthy hearings, into the case, Mr. Stein stated to Mr. Angland. This arrangement was to be made through William O'Neil, owner of WKSP Miami and brother of Thomas F. O'Neil, head of General Teleradio, who was going to buy an interest in South Florida if Mr. Cohn came in, Mr. Stein stated. Mr. O'Neil assured South Florida, Mr. Stein said in the Angland interview, that Mr. Cohn could get the grant but it was decided not to bring him in because "we were naive enough to believe the case would be decided on its merits."

Working *ex parte* for East Coast, according to Mr. Angland's testimony, was Tampa, Fla., attorney Miles H. Draper. Mr. Draper was quoted as saying he "did a little missionary work for a couple of applicants before the FCC." He was paid a $5,000 fee by Scharfeld, Jones & Baron, Washington law firm representing East Coast.

A prominent Florida Republican, Mr. Draper said he was asked to help because "I might have some Republican interest somewhere. I traveled quite a bit and I was just asked to move around and find out what the situation was with respect to these

Three little future accountants seem to be amazed at the figures their father is showing them in the family budget. Their father and mother, Mr. and Mrs. Richard Baer, through long experience, appear able to take the budget more in stride. Mr. Baer is an accountant in the General Office of Standard Oil Company where Standard's annual budget is prepared.

Where does the money go?

REVIEWING FAMILY BUDGETS, pleasant or not, is a task every family has to face at some time. And every business, too. In a way, company finances are a lot like personal financial problems. Companies, too, must watch the pennies. Like you, Standard Oil and its subsidiary companies took in a certain amount of money last year. And here's what happened to it.

You are welcome to a copy of our 32-page 1957 Annual Report.
Just write to Standard Oil Company, 910 S. Michigan Ave., Chicago 80, Ill.

1. Things we bought and used...59.5%

Most of the money we took in went for things we had to buy, such as crude oil, materials and services, plus charges made for wear and tear. These costs are roughly comparable to your living expenses. We buy everything from paper clips to structural steel from more than 32,000 independent companies in hundreds of American communities. While our costs have skyrocketed in the past few years, prices of oil products have gone up only slightly in the same period!

2. Taxes paid...18.7%

Our next biggest item—even bigger than our payroll—was for taxes, including our own taxes, and those we collect from our customers for national, state and local governments. All together this totaled $447,048,487. And that figure does not include the many "hidden" taxes everyone pays!

3. Wages, salaries, benefits...15.5%

Then there were wages, salaries and benefits for our 49,680 employees. Standard Oil employees enjoy one of the most progressive benefit programs in any industry. Back in 1903, when retirement plans were virtually unheard of in industry, Standard Oil started its retirement plan. It was among the first industrial companies in America to do this.

4. Profits used for improvement...4.0%

After all costs of doing business were taken care of, 6.3% was left. This is profit. We used part of this, or 4.0% of our total income, to expand facilities and to improve our products and services for the millions of people who depend on us for petroleum products.

5. Profits paid to owners...2.3%

The balance, or 2.3%, went as dividends to our 148,400 shareholder-owners. Standard Oil has paid dividends for 64 consecutive years. The value of dividends paid in 1957, including a special fourth quarter dividend, was $2.11 per share. We try to pay share owners a dividend equal in value to approximately half of earnings each year, reinvesting the remainder for future growth in the interest of shareholders, employees and the public.

6. And that's where our money went!

All the money we took in has been accounted for. At our service stations, our plans and investments face the final test, for our millions of customers are the bosses. Through our subsidiaries, we serve all America. Our products are sold in 48 states.

What makes a company a good citizen? To be a good citizen a business must be frank and open—with employees, stockholders, customers, the public. In advertisements like this during the year, we at Standard Oil publish reports to our neighbors so you will know how we work, something about our Standard Oil family, where our money goes, and the part we play in the prosperity of the communities in which we live and work.

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THE SIGN OF PROGRESS...
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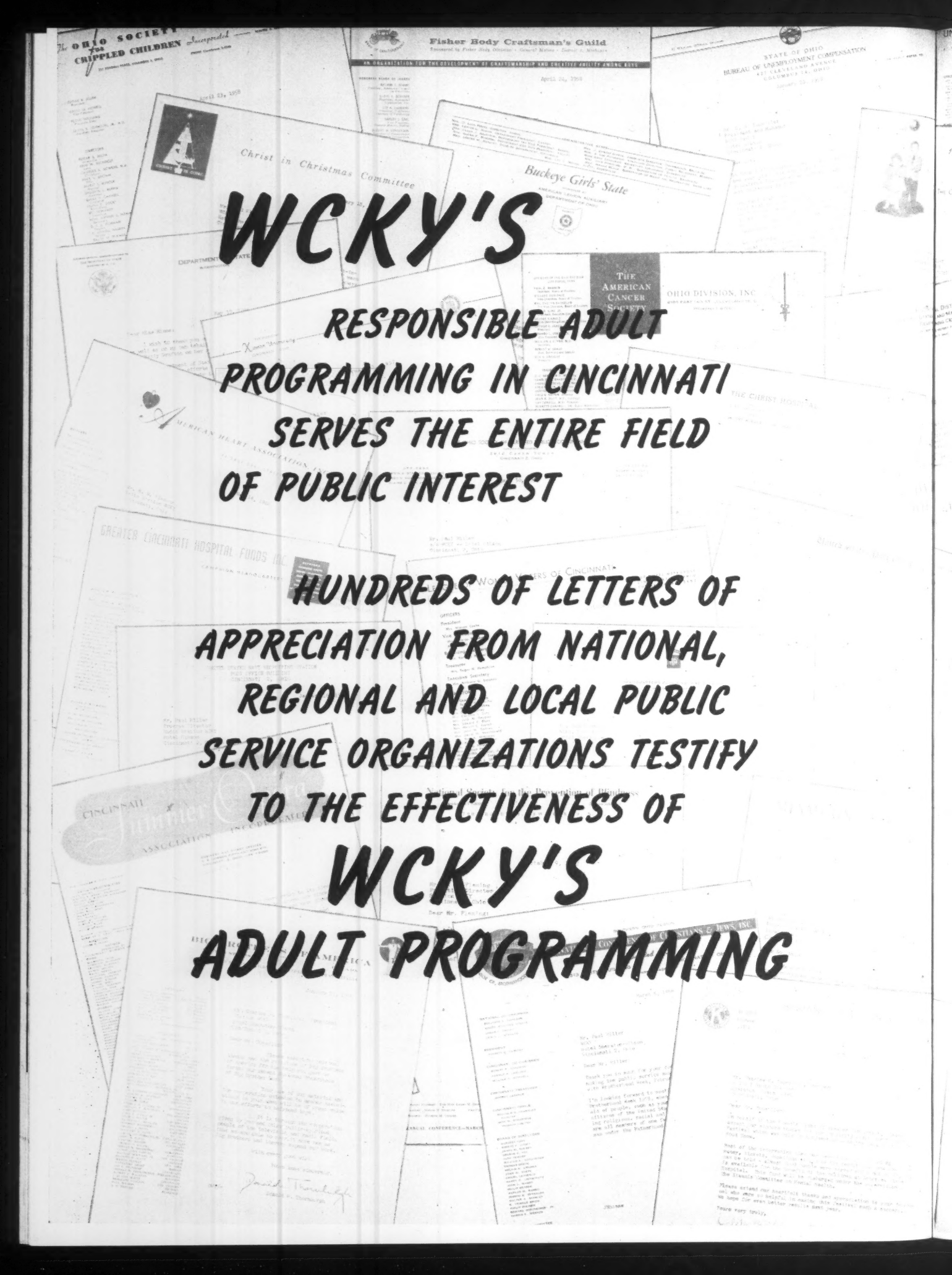


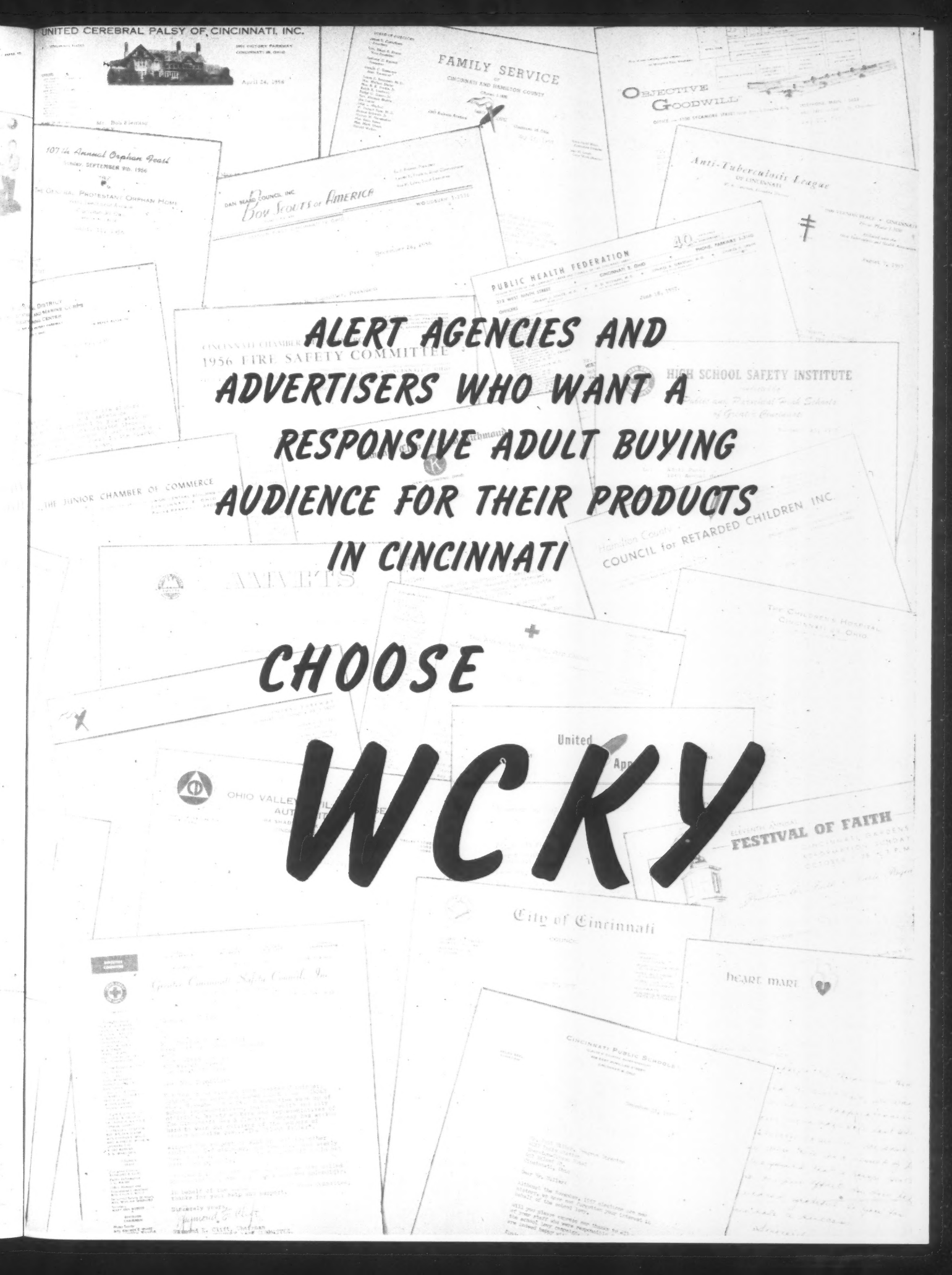
WCKY'S

RESPONSIBLE ADULT PROGRAMMING IN CINCINNATI SERVES THE ENTIRE FIELD OF PUBLIC INTEREST

HUNDREDS OF LETTERS OF APPRECIATION FROM NATIONAL, REGIONAL AND LOCAL PUBLIC SERVICE ORGANIZATIONS TESTIFY TO THE EFFECTIVENESS OF

WCKY'S

ADULT PROGRAMMING



ALERT AGENCIES AND ADVERTISERS WHO WANT A RESPONSIVE ADULT BUYING AUDIENCE FOR THEIR PRODUCTS IN CINCINNATI

CHOOSE WCKY

cases." (He also received a $5,000 fee in the ch. 12 Jacksonville case.)

In an August 1955 letter to Comr. Mack, read into the record, Mr. Draper stated: "I hope that you will not be unmindful of the fact that you received this appointment [to the FCC] through the cooperation of the Republican organization in Florida and Washington and that you would not knowingly take part adversely to the friends who were helpful to you." The letter further declared "surprise" that Comr. Mack had participated in preliminary phases of the ch. 7 vote and expressed fears that if the newspapers got the grant, Republicans would be unable to "get favorable hearing time for what broadcasts we might wish to make . . ."

Mr. Draper also stated in the letter that he had told friends in East Coast Television that "because this is a Miami station which was initiated before your appointment, that you [Comr. Mack] would undoubtedly abstain from participation therein."

Mr. Angland testified East Coast attorney Arthur W. Scharfeld said Mr. Draper was hired to get publicity and not to do aything at the FCC. "Mr. Scharfeld would not pinpoint the type of publicity wanted of Mr. Draper," Mr. Angland stated.

Mr. Angland also testified on non-record contacts with the FCC in several other tv cases. Mr. Lishman termed them a "sufficient number of cases" to show a pattern of *ex parte* pressures in every major comparative tv case. Rep. Harris said this definitely proved the ch. 10 Miami situation was not an "isolated case," and that witnesses would be called to further develop the cases, especially Miami ch. 7. Other *ex parte* contracts brought out by Mr. Angland:

Jacksonville Calls

In the Jacksonville, Fla., ch. 12 contest among five applicants, Comr. Mack on two different occasions telephoned a Jacksonville attorney asking an opinion on the merits of the individual applicants, Mr. Angland said. Also, according to the witness, Comr. Mack visited in the home of Mitchell Wolfson, stockholder in winning applicant Florida-Georgia Tv Co., while the Commission was considering the case. Several letters and telephone calls to commissioners on behalf of various Jacksonville applicants were cited.

In the Miami ch. 6 case, still pending before the Commission, Mr. Angland cited a memorandum from White House assistant Gerald Morgan to Comr. Doerfer inquiring about the current status. Enclosed with the memorandum was a letter to President Eisenhower from Leslie B. Bain, described by Mr. Angland as an applicant for the channel. Mr. Lishman said this contact raises a question about the independence of the Commission and that the Bain letter, coming from the White House, has much more effect than if it had been sent direct to the FCC.

Also cited was an April 11, 1958, memorandum from Robert Weston, engineering assistant to Comr. Robert E. Lee, to the commissioner. Mr. Weston stated that Mr. Bain had been in the commissioner's office and made what he considered "most inappropriate" representations. Mr. Angland stated that Mr. Weston called Mr. Bain's attorney following the visit telling the lawyer to keep the applicant away from the commissioners.

Mr. Angland read a statement of legal fees paid by ch. 2 KTVI (TV) St. Louis which showed the station had paid out $107,000 and still owes $84,000. The statement, filed by attorney Clark M. Clifford, also showed that a $55,000 fee had been paid former FCC Comr. Robert Jones. Roberts & McInnis, Washington counsel for KTVI, according to Mr. Angland, did not know Mr. Jones had been retained by KTVI. Also, Mr. Angland said, Mr. Jones was not an attorney of record at the Commission.

Mr. Angland told about the activities of radio-tv personality Tex McCrary in the ch. 11 St. Louis grant to CBS. Testimony alleged that Mr. McCrary, after talking to William S. Paley, CBS Inc. board chairman, and CBS President Frank Stanton, personally talked to Comrs. Doerfer, McConnaughey and T. A. M. Craven. Mr. McCrary also attempted unsuccessfully to see Comr. Lee.

Had on Reporter Hat

Mr. McCrary said, according to Mr. Angland, that he was acting as a reporter and not on behalf of CBS and asked the commissioners why it was taking so long to decide the ch. 11 case. Mr. McCrary said Comrs. Doerfer and McConnaughey were very "guarded" during the individual discussions. Comr. Craven was "ice" during the interview and said at the outset it was improper to talk about the case, according to Mr. McCrary's version as told by Mr. Angland.

Mr. Paley was quoted as telling Mr. Angland that Mr. McCrary was not representing CBS and was paid no fee, although he did report back to Dr. Stanton on the meetings. Mr. Angland said he was told by Mr. Paley that relationships with commissioners had always been informal.

Other *ex parte* contacts mentioned by Mr. Angland included letters written regarding contests for ch. 7 Buffalo, N. Y., ch. 10 Parma, Mich., ch. 7 Denver, ch. 5 Cheboygan, Mich., and ch. 9 Orlando, Fla.

Under a special resolution passed Wednesday by the parent House Commerce Committee only two members of the Legislative Oversight Subcommittee were present for the Boston hearings. Ordinarily, six members of the 11-man subcommittee would be necessary to constitute a quorum. Rep. John Bell Williams (D-Miss.), as acting chairman, and Rep. Charles Wolverton (R-N. J.) conducted the Boston sessions.

In an opening statement Thursday, Rep. Williams also said:

"We are here today to define by the testimony of witnesses subpoenaed and otherwise the areas of relevancy within which the subcommittee may obtain pertinent documentary evidence from the files of both the Boston Herald-Traveler Corp. and WHDH Inc. and the records and writings of their officers, directors, employes or representatives which pertain to ch. 5. The subcommittee's investigation of the tv ch. 5 award involves the ascertainment of what factors influenced the decisions and whether there was any corruption, maladministration or inefficiency in carrying out the FCC's statutory duties. . . .

"It [the subcommittee] has information about the Boston Herald-Traveler Corp., its directors, officers, counsel and employes and other persons working with them which indicate, they have brought such outside influence to bear on the FCC so as to induce it to award tv ch. 5 in Boston to a subsidiary of the Boston Herald-Traveler Corp. It has information that since Jan. 1, 1955, directors, officers, counsel and employes of the Boston Herald-Traveler Corp., have made trips to Washington, D. C., in furtherance of its plans to exert such outside influence in the FCC. It also has information that since Jan. 1, 1955, the directors, officers, counsel and employes of the Boston Herald-Traveler Corp. made telephone calls to persons in Washington, D. C.; St. Louis, Mo.; Columbus, Ohio, and Manchester, N. H., in furtherance of the same plan."

Rep. Williams also said that House Legislative Oversight subcommittee records show that firms owned by Boston industrialists Bernard Goldfine paid a hotel bill for Presidential Assistant Sherman Adams, two senators, members of the House and other high government officials "which indicate the possibilities political pressures were used to gain favoritism before regulatory agencies."

Rep. Williams made this latter statement when relevancy of information sought by the subcommittee was challenged last Thursday in Boston during the hearings. The subcommittee shifted its hearing site from Washington to Boston last week when it ran into difficulty securing supoenaed information relating to the FCC's grant of Boston ch. 5 to the *Herald-Traveler* and related matters before the Federal Trade Commission and Securities & Exchange Commission.

File Contents Guarded

The subcommittee was careful to divulge only the bare necessities of what is contained in its Boston files as further hearings on alleged political pressures will be held later in Washington. However, it was learned the files definitely tie Mr. Goldfine's activities into the ch. 5 grant to the *Herald-Traveler* and also that case with matters under the jurisdiction of the FCC and FTC.

Thursday's testimony concerned the financial dealings of Mr. Goldfine. Relevancy of the subcommittee's requests were challenged by Washington attorney Roger Robb who was representing witness Mildred Paperman, a bookkeeper for several firms owned by Mr. Goldfine. Mr. Robb pointed out that Mr. Goldfine long had been a personal friend of Mr. Adams and that one of the senators formerly was the industrialist's counsel. Mr. Robb challenged the subcommittee to prove any instances of political pressure against the FCC and other agen-

cies had been instigated by Mr. Goldfine.

The subcommittee resumes its hearings in Washington today (Monday) on the Springfield, Ill.,-St. Louis tv situation [GOVERNMENT, June 2]. Scheduled to testify are Harry Tenenbaum and Paul E. Peltason, top KTVI executives, and Lee Ruwitch, executive manager of WTVJ (TV) Miami and also a stockholder in WMAY-TV Springfield.

No hearings are scheduled this week beyond two days because of executive meetings on other matters of the parent House Commerce Committee.

Attending the Boston hearings as FCC observers were Joe Sitrick, administrative assistant to the chairman, and Nathan A. Hallenstein, engineer in charge of the Boston division of the Commission.

Justice Serves Notice Of Ch. 10 Hearing Role

The Justice Dept.—not unexpectedly—made known last week its intention to take part as *amicus curiae* in the Miami ch. 10 case [GOVERNMENT, June 2]. Justice made public its letter of Wednesday to FCC Chairman John C. Doerfer replying in the affirmative to the FCC chairman's query as to whether Justice "deems it advisable" to participate.

The Justice Dept. letter, signed by Attorney General William P. Rogers, said the department's Antitrust Div. has been designated to represent Justice. Mr. Rogers noted that the Antitrust Div. "has not and will not" participate in presentation of evidence to the grand jury investigating the ch. 10 case and that the *amicus* staff has been instructed not to make use of or have access to proceedings before the grand jury, such functions belonging to Justice's Criminal Div.

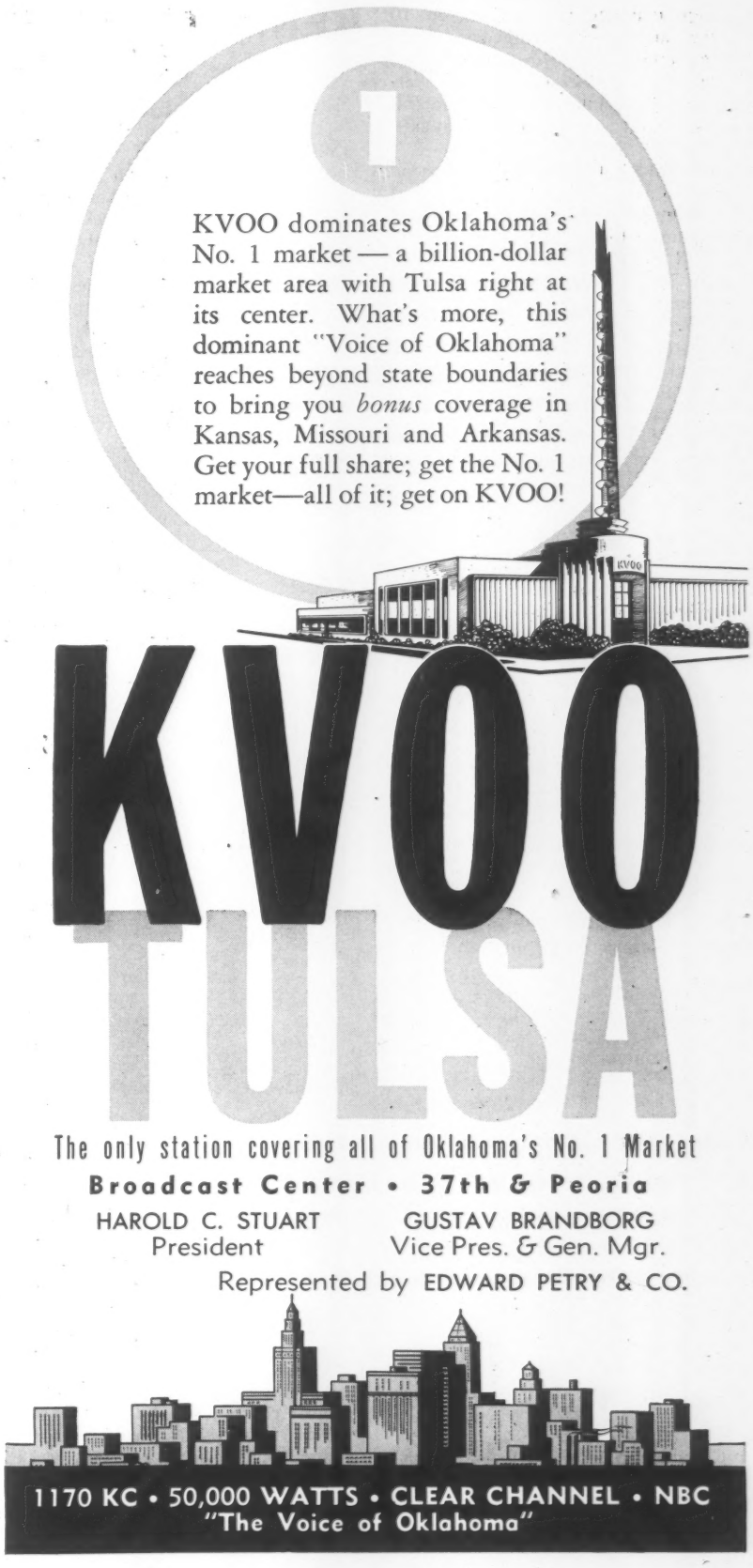
Although Mr. Rogers did not name the Justice representative for the ch. 10 hearing it was learned that the task will go to Robert A. Bicks, first assistant to the chief of the Antitrust Division.

Mr. Rogers noted that the U. S. Appeals Court for the District of Columbia, in remanding the case to the FCC, had "apparently concluded that to insure the facts are fully developed this Department, without prior connection with, or stake in, this proceeding, should appear as *amicus*."

The Antitrust Div.'s *amicus* role, Mr. Rogers said, would help Justice in drawing attention to any instance in the FCC hearing where use of compulsory process may "thwart criminal justice." On the other hand, Mr. Rogers said, "fairness requires that grand jury processes not be employed to gather data for our use in the Commission hearing."

Meanwhile, North Dade Video Inc., one of the four applicants for ch. 10 in the reopened case, has urged the FCC not to let the hearing be turned into a "Roman holiday," requesting that no one except the original parties in the case (the four applicants) be allowed the right of cross-examination.

The FCC, acting upon what it believes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KVOO dominates Oklahoma's No. 1 market — a billion-dollar market area with Tulsa right at its center. What's more, this dominant "Voice of Oklahoma" reaches beyond state boundaries to bring you *bonus* coverage in Kansas, Missouri and Arkansas. Get your full share; get the No. 1 market—all of it; get on KVOO!
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to be a court mandate, reopened the ch. 10 proceedings and in so doing announced that anyone about "whom evidence may be received in the said hearing shall be permitted to cross-examine and to submit rebuttal testimony" if he asks [GOVERNMENT, June 2].

North Dade felt the court didn't intend this interpretation and said admission of such a lengthy list of parties would extend the proceedings to "a point beyond the stamina and financial endurance of other participants." It asked deletion of the words "cross-examine" from the order.

Public Service Tv Inc., subsidiary of National Airlines and one of the four applicants, filed opposition last week to a request by rival Eastern Airlines to be permitted to intervene in the case [GOVERNMENT, June 2]. Eastern lost its chance to intervene by not acting "three years" before the grant in 1957, Public Service said.

The FCC awarded ch. 10 to Public Service Tv Inc. over three other applicants in February 1957. The U. S. Appeals Court for the District of Columbia remanded the case to the FCC [GOVERNMENT, April 21] after an appeal by WKAT Miami, one of the applicants. The ch. 10 grant was the subject of hearings by the House Legislative Oversight Subcommittee resulting in the resignation of former Comr. Richard A. Mack.

U. S.-Canadian Tv Setup Modified

The FCC has announced the assignment of ch. 8 to Oliver, British Columbia, and Cornwall, Ontario, by the Canadian government following an exchange of correspondence with Canada revising the Canadian-U. S. A. television agreement. The new assignments caused revision of ch. 13 offset-carrier listings in Edmunston, N.B.; Pembroke, Ont.; La Sarre and Three Rivers, Que. In assigning ch. 8 to Cornwall, the Canadian government agreed that the transmitter site there will be at least 170 miles from the transmitter site of U. S. ch. 8 stations WHEN-TV Syracuse, N. Y., and WMTW (TV) Poland Spring, Me. (Mt. Washington) and that the Cornwall station's power will not exceed the equivalent of 50 kw from an antenna 500 ft. above average terrain over a sector comprising the northern and southern limits of Lake Champlain.

Tv Satellite, New Am Granted

The Nebraska firm Bi-States Co. was granted a construction permit for ch. 3 Sterling, Colo., by the FCC last week. Bi-States intends to operate its channel 3 outlet as a satellite of ch. 13 KHOL-TV Kearney, Neb. Bi-States is currently operating ch. 6 KHPL-TV Hayes City, Neb., as a KHOL-TV satellite.

The Commission also last week granted The Rough River Broadcasting Co., Leitchfield, Ky., a construction permit for a new am outlet on 1580 kc with 250 w, day. At the same time the FCC finalized two initial decisions and granted Century Radio Corp., Baldwinsville, N. Y., a new am station to operate on 1050 kc with 250 w, day, and Radio Blakely, Blakely, Ga., an am on 1260 kc with 1 kw, day.

KENIN ELECTED AFM HEAD

- **West coast candidate wins post with Petrillo blessing**
- **Former lawyer expected to adopt conciliatory attitude**

With the blessings of retiring president James C. Petrillo, Herman D. Kenin, west coast representative of the American Federation of Musicians, last week was elected president of the union at the 61st AFM convention in Philadelphia.

Mr. Kenin won by a two-to-one majority over his opponent, Alfred Manuti, president of New York Local 802 of the AFM. Mr. Petrillo had declined renomination for his 19th consecutive term [PERSONNEL RELATIONS, May 19].

Observers believe Mr. Kenin will adopt a more conciliatory attitude than Mr. Petrillo in labor-management relationships. Mr. Kenin was a practicing lawyer in Portland, Ore., before he accepted his post with the AFM in Los Angeles in 1956, and also served on the union's international executive board for 14 years. He had been president of the Portland local for 20 years until he went to Los Angeles.

AFM'S KENIN: *Man with bow bows in*

Other officers re-elected are Charles L. Bagley, Los Angeles, vice president; Leo Cluesmann, Newark, secretary, and George V. Clancy, Detroit, treasurer. E. E. Stokes, Houston, was elected to fill the vacancy on the executive board created by Mr. Kenin's assumption of the presidency.

Mr. Kenin, in his acceptance speech, expressed determination to restore unity within the strife-torn AFM, which is faced with high unemployment lawsuits and a secession movement among its Los Angeles members. Both Mr. Manuti and Eliot Daniel, president of Los Angeles Local 47, pledged to cooperate with Mr. Kenin in his effort toward unity.

Two of the dramatic interludes at the convention involved Mr. Petrillo. On Tuesday, a movement to nominate him despite his announced decision not to run again swept through the convention hall. Placards bearing such pleas as "Stay, Jimmy," and "Jimmy, You're the Most," were waved in the throng. Mr. Petrillo, tears in his eyes, could not be shaken from his position and recommended Mr. Kenin as his successor. On Wednesday, a resolution was introduced to extend his $20,000-a-year salary as AFM president and $3,000 yearly expense allowance for life but Mr. Petrillo, again, with tears in his eyes persuaded the delegation to withdraw the resolution at least until he retires as president of the Chicago local. Mr. Petrillo will continue in that post at $26,000 a year.

ANOTHER EX-BANDSMAN AT HELM

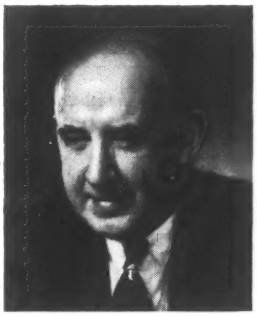
Like his predecessor, who stopped tooting a trumpet more than 40 years ago, Herman David Kenin, the new president of the American Federation of Musicians, stopped playing the fiddle in 1930.

That was the year he was admitted to the Oregon bar. But Mr. Kenin kept his card in the union and from 1936 until 1956, he served as president of the Portland local of the AFM. He was named west coast representative of the union in 1956 at an annual salary of $15,600. The presidency of the AFM has paid Mr. Petrillo $20,000 yearly, but there is sentiment within the union to raise the salary to $35,000.

Mr. Kenin is regarded as sharply different from Mr. Petrillo in personality. Whereas the retiring president is colorful, explosive, unyielding at times, Mr. Kenin is pictured as a subdued individual who uses reason and conciliation to achieve results.

A slim man of middle height, Mr. Kenin is 56 years old. He was born in Vineland, N. J., but was raised in Portland. He was a jazz violinist while attending Reed College and Northwestern College of Law, and also led his own band. In 1936 he married Maxine Bennett, who had been a Rockette at the Radio City Music Hall. They have two boys. For the past two years the family has lived in Los Angeles but now will move to New York, where the AFM has its headquarters.

The big questions about atomic-electric power



Most people agree that electric power from the atom will play an important role in America's future. But few are aware of the big questions involved in its development. One of these questions is the amount of government assistance that may be necessary for this expensive job. In this column from *Newsweek*, Raymond Moley provides facts that may help with answers.

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The vast future needs of the world and the United States for electrical energy . . . will greatly exceed the available fuel sources in the foreseeable future. Fuel-poor countries like Britain already feel the pinch. The United States has a maximum of 25 years and a minimum of 15. But in the United States we shall be consuming twice the electrical energy now used, although that has been increased enormously since 1946.

Thus the development of nuclear power, for which the sources of fuel seem illimitable, is of profound concern to American power producers. To meet that future, private companies have done, are doing and will do a great deal at a large cost, without financial profits, in research, in experimentation with pilot plants, and in real power-producing units. For a reactor is just another means of producing heat, which makes steam that drives conventional machinery to produce electricity.

The big goal is to reach the cost level which will be comparable with conventional sources—coal, oil, gas and falling water. From what I have learned, the cost of power from the atom is eight or ten times —perhaps somewhat more—than that to be obtained from fossil fuels: coal, oil and gas. The cost of the installation is more than doubled, that of fuel is very high.

Against this differential there must be calculated the rising and future costs of the present sources. Even water power will be much, much higher because of materials, labor and the diminution of good dam sites even in the Pacific Northwest. An offset of some size can be made in the case of coal because of greater efficiency in its use. Inflation will hit both atomic and other sources, to be sure, and that is indeterminate. But the best estimate of the coming of comparable—not necessarily equal or competitive —costs is somewhere between 12 and 20 years. There will be variations among regions according to the availability of sources. New England is less fortunate than the Pacific Northwest, the Mountain states and the states near coal in the Appalachians.

The privately owned electric industry spent $35 million in 1957 on nuclear plants and $5 million in research. This per-year expenditure will rise rapidly in years to come.

Five atomic reactors are now producing electricity, in three of which considerable private money was invested: the AEC-Westinghouse-Duquesne Light Company plant at Shippingport near Pittsburgh with 68,000-kilowatt capacity; a General Electric-Pacific Gas and Electric plant at Vallecitos, California, with 5000; an AEC-Southern California Edison plant with 6500; the AEC's plant at Argonne Laboratory near Chicago; an Army package plant at Fort Belvoir, Virginia. There are several prototypes in AEC installations.

The following are under construction at present: The Power Reactor Development Company's plant at Monroe, Michigan, 100,000 kilowatts; Commonwealth Edison of Illinois, 180,000; Consolidated Edison of N. Y., 275,000; and the Yankee Atomic Electric Co. plant with New England companies participating, 134,000. These are scheduled for production in 1960. By then the United States will have more than 650,000 kilowatts from these plants alone. In addition there will be the several government plants.

There can be no argument about the necessity for considerable government help. The bill is just too much for private investors to bear. The character and amount of that help is a subject of some controversy. Certainly it should be clear to all except zealots for Federal public power that no Federal crash program would be tolerable in a free economy. It would be monopolistic, excessively costly and technically foolish. For we simply do not know what reactor type, what form of fuel and what other components are the best answer.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

No SDG Strike Anticipated

Although no agreement has been reached between the producers of films for theatres and tv and the Screen Directors Guild and the guild's June 2 deadline has passed, the general feeling in Hollywood late last week was that there would be no strike of directors.

Following an extended negotiating session on Monday, the SDG board met Tuesday evening and issued this statement: "Unable to reach agreement after hearing the negotiating committee report on the producers' latest proposal, the board has authorized the committee to seek further and final clarification of unresolved points."

Film Guild Re-elects Magwood

The re-election of Howard T. Magwood as president of the Screen Directors International Guild was announced last week by the union. Others elected to serve until May 1959: Charles H. Wasserman, first vice president; Joseph R. Kohn, second vice president; Jack Glenn, secretary, and Jean H. Lenauer, treasurer.

SDIG is composed of more than 300 directors of tv film commercials and industrial and educational films in the New York area and other eastern cities. The union is seeking to set up negotiations with the Film Producers Assn. of New York for a contract covering directors.

WTVJ (TV) Gets NLRB Order

An examiner's finding that WTVJ Inc., Miami, had engaged in unfair labor practices but had not refused to bargain collectively was upheld Monday by National Labor Relations Board. WTVJ (TV) was ordered to cease discouraging membership in IBEW Local 349; quizzing employes about their union activities "in a manner constituting interference, restraint or coercion" and threatening "reprisals" for union activities. WTVJ was directed to offer full reinstatement to five employes—Joseph DeSimone, George H. Schwartz, D. N. Alexander, Wilson Griffith and Lloyd Gaynes and make good any loss of pay they may have suffered.

WGAW Considers CBS Strike

The Council of Writers Guild of America, West and the guild's Tv-Radio Branch Board will meet this evening (Monday) to consider strike action against CBS, affecting West Coast staff news and continuity writers for both radio and television. The meeting was requested by the WGAW negotiating committee following an impasse in its talks with CBS for a new contract to succeed the one that expired May 31. CBS and WGAW have been discussing terms since April including increases in base salaries and additional fees for other duties beyond writing, acting editor fees, program fees and other provisions.

LAST BLATANT NOTE

Retiring President James C. Petrillo of the American Federation of Musicians [see story, page 74] last week was charged with trying to "crush" the National Music Camp at Interlochen, Mich., by the camp's president and founder, Dr. Joseph E. Maddy, music professor at the U. of Michigan. He testified before a House labor-management relations subcommittee that Mr. Petrillo has placed the camp on AFM's "unfair list" for the past 13 years. Dr. Maddy, who was kicked out of AFM and has feuded with the AFM president for 30 years, said AFM forced cancellation of an invitation to the camp's high school band to play at the dedication of the Mackinac Straits Bridge June 27.

PROFESSIONAL SERVICES

Lang-Worth, Davis Productions Get Together on Mobilux Deal

Affiliation of Robert Davis Productions Inc. with Lang-Worth Feature Programs Inc. was announced formally last week, putting the 23-year old radio transcription firm in the television business.

The Davis organization processes "Mobilux," a tv film system that provides an animated tv mat service for local and national advertisers as well as tv stations. Lang-Worth, while not engaging in actual "Mobiluxing," will provide the Davis group with a permanent sales organization and traffic network. Robert Davis Productions will quit its New York offices at 21 E. 63rd St. to move into Lang-Worth headquarters at 1755 Broadway, and will seek larger studio space elsewhere in Manhattan. While it does not now envision installation of video tape recording apparatus—VTR being an integral part of the Mobilux process—it was learned that Davis seeks an alliance with "several tv networks" whereby the networks would grant Davis use of VTR facilities in exchange for Mobilux service.

Mobilux essentially is a new process embodying the principles of light reflection via a specially patented flexible mirror that is said to enable advertisers to get animation in tv film commercials at ⅓ less than the cost of a regular animated film. Mobilux does not require frame-by-frame art work, can be shot in live-action and thus cuts production costs considerably.

To date, it has been used by Chevrolet Div. of General Motors Corp. (Campbell-Ewald Co.) in its "teaser" campaign on NBC-TV's *Dinah Shore Chevy Show* last fall. Other advertisers—national and regional—who have used or are now readying Mobiluxed commercials include Kellogg (Leo Burnett), Lever Bros. (J. Walter Thompson), Union Carbide (William Esty), Olympia Brewing (Botsford, Constantine & Gardner), and Standard Oil of Indiana (D'Arcy Adv.).

Mr. Davis last week announced that Gene Deitch, former executive producer at UPA Pictures Inc., New York, and CBS-Terrytoons Div., New Rochelle, had joined his firm as consulting art director.

No Break in Telenews Service, Hearst Metrotone Tells Clients

Telenews newsfilm will continue to be supplied stations with no interruption, William Randolph Hearst Jr., president of Hearst Metrotone News Inc., New York, formally assured tv station clients last week.

The operation was not involved in the merger of International News Service with United Press Assns. that formed the new United Press International [PROGRAM SERVICES, June 2; AT DEADLINE, May 26].

One change is being made, however. INS, before it was dissolved, had been exclusive sales agent for Telenews programs for tv. Now distribution will be handled by the Hearst Corp. Hearst Metrotone News also produces "News of the Day," a theatrical newsreel distributed by MGM which partly owns Hearst Metrotone (50% by MGM, 50% by Hearst Corp.).

Tv stations using the various Telenews newsfilm services were told by Mr. Hearst that the newsfilm producer is "in no way involved in the INS-UP merger and it will continue production and service uninterruptedly to its many clients."

PROGRAM SERVICES SHORTS

Broadcast Music Inc., has awarded total of $11,750 in prizes to 11 young American composers in sixth annual competition for student composers. Individual cash awards were of various amounts, with top award of $2,000. BMI established competition in 1951 in cooperation with music educators and composers. This year's competition will make $9,250 available for awards next spring.

Charles Michelson Inc. (tv-radio transcriptions), N. Y., have placed 1,300 episodes of *Portia Faces Life* on market. Series is produced from original Mona Kent scripts by arrangement with title owners, General Foods Corp.

Hardric Productions Inc. has been formed by **Ralph F. Craig** and **Hale Rood,** both independent music producers. Company is located at 510 Madison Ave., N. Y. 22, and will specialize in creation and production of musical commercials for broadcast media.

John H. Lerch of John H. Lerch & Assoc. (radio documentary productions), Columbus, Ohio, leaves for Brussels World Fair Wednesday to record series of 15-minute reports. Set of six open-end reports may be obtained from Lerch, 243 E. Ninth Ave., Columbus. Price: $60.

Philco Portable TV Microwave

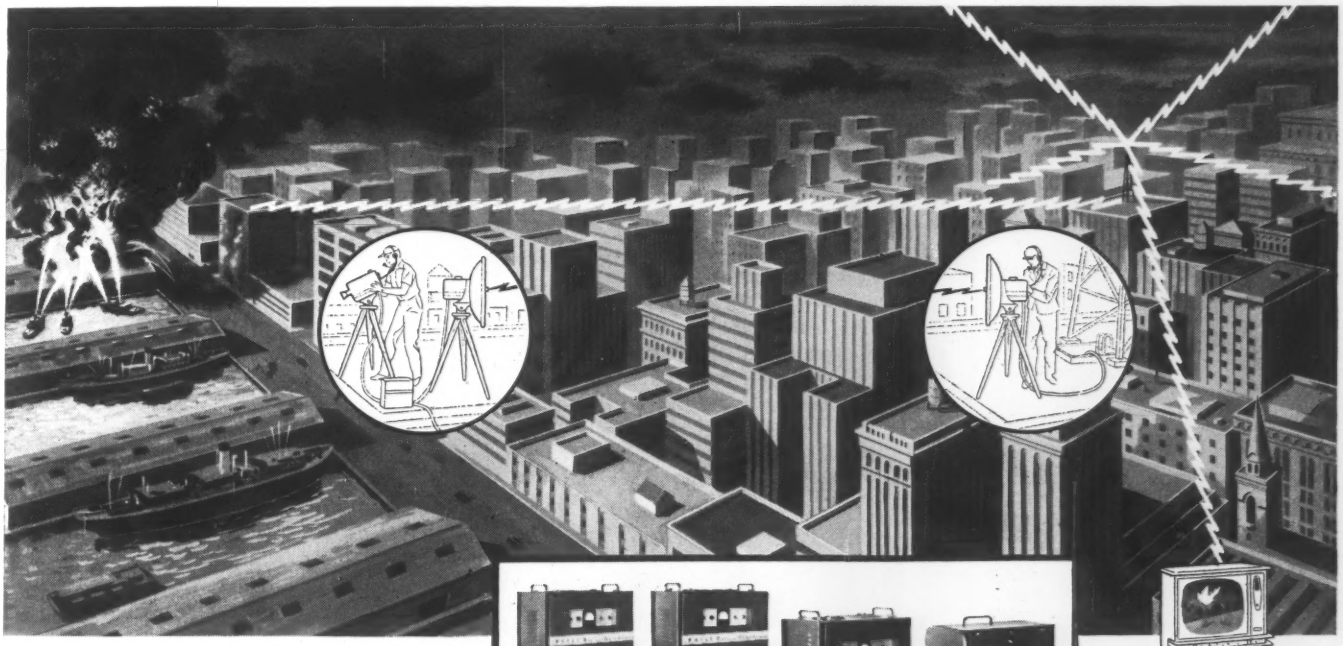
Fast set-up and check-out for remote TV pickups now possible! Here is outstanding performance reliability for fast, remote TV relaying . . . easy to carry . . . quick to set-up . . . simple to check-out. With a new Philco TLR-5 system, you can be on-the-air in a matter of minutes—for coverage of virtually any location in your area.

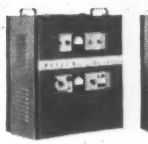
Philco TLR-5 Microwave provides completely portable relaying for NTSC compatible color or monochrome TV signals . . . plus 15KC audio channel. Here is a completely modern microwave system, especially designed to meet the needs of TV broadcasters for thoroughly dependable, remote TV operation. The TLR-5 delivers one full watt output to insure operational reliability. Built-in metering facilities assist in rapid system check-out for fast, on-the-spot operation.

Philco TLR-5 systems are available for Common Carrier and S-T-L bands. High video signal-to-noise ratio assures you of clear pictures even from difficult propagation areas. Plug-in circuit construction simplifies maintenance by permitting substitution of the most critical units.

Philco Engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Write today for TLR-5 specification sheet.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering. Look ahead . . . and you'll choose Philco.

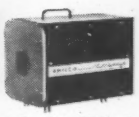




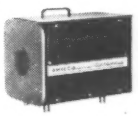
Transmitter Control & Power Supply Unit

Receiver Control Unit

Receiver Power Supply



Receiver RF Head



Transmitter RF Head

★ Meets all NTSC requirements for compatible color relaying. ★ Provides full multiplexing audio channel. ★ Lightweight units "suitcase" packaged for easy portability. ★ Designed for split-second set-up and check-out . . . gets your remote pickups on-the-air quickly. ★ Completely weatherproof RF heads. ★ Built-in metering of all important circuits. ★ Extremely high sensitivity . . . low noise receiver. ★ Backed by Philco's complete survey, installation and maintenance service.

PHILCO® GOVERNMENT & INDUSTRIAL DIVISION

4708 Wissahickon Ave., Philadelphia 44, Pa.

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

NO RECESSION FOR STATIONS—NAB

- **Survey shows typical radio increase of 2% for this year**
- **Tv station gain put at 3.5%; both off 1% from '57 increase**

There's no recession in the broadcasting business, judging by time sales at a majority of radio and tv stations.

The typical radio station expects total broadcast revenue in 1958 to run 2.0% ahead of 1957, which is below the estimated 3% 1957 gain over 1956, according to a survey conducted by NAB.

The typical tv station anticipates a 3.5% increase in 1958 but the figure is below the estimated 4.5% 1957 gain over 1956.

The survey shows that 54.6% of radio stations expect their total broadcast revenue to increase in 1958, with 22.2% expecting a decline and 23.2% figuring there will be no change compared to 1957.

Two out of three tv stations—66.8%—expect 1958 revenue to exceed that in 1957, with 19.4% expecting a decline and 13.8% no change.

NAB's survey, conducted by the employer-employe relations department, indicates radio stations are making the best showings in markets over 2.5 million population. In television the best showing is apparent in markets under 25,000 and the least increase is expected in markets over 1 million.

The NAB 1958 comparisons are based on stations' first-quarter business.

The 1958-57 and 1957-56 comparisons for radio and television stations (total broadcast revenue) follow:

Size of Market	1958 over 1957	1957 over 1956
RADIO		
OVER 2.5 MILLION	5.1%	6.3%
1-2.5 MILLION	2.4	3.9
500,000-1 MILLION	1.7	6.3
250,000-500,000	3.4	6.0
100,000-250,000	1.9	4.8
50,000-100,000	3.5	3.4
25,000-50,000	2.4	4.0
10,000-25,000	1.7	2.4
UNDER 10,000	2.1	3.0
NATIONWIDE MEDIANS	2.0%	3.0%
TELEVISION		
OVER 1 MILLION	1.5%	4.3%
500,000-1 MILLION	4.0	3.7
250,000-500,000	5.9	3.7
100,000-250,000	2.7	5.1
25,000-100,000	4.5	6.3
UNDER 25,000	8.5	19.8
NATIONWIDE MEDIANS	3.5%	4.5%

Comedian Buys In With Sinatra

Dena Pictures, owned by Danny Kaye and wife Sylvia Fine, has purchased 49% of Frank Sinatra's recently acquired KJR Seattle, KNEW Spokane, both Washington, and KXL Portland, Ore. The cost of these stations to Mr. Sinatra's Essex Productions firm had been in the neighborhood of $2 million. The FCC last week approved the Dena buy-in.

A new corporation is to be formed between Mr. Sinatra and the Kayes which will split the ownership of the stations on an even 50-50 basis. This is the first venture of these entertainment personalities into broadcast ownership. Mr. Sinatra originally purchased the three stations from Lester M. Smith and Lincoln Dellar [CHANGING HANDS, March 24]. Mr. Smith will remain as general manager of the outlets.

Long Term Contract with Blair Arranged by Triangle Radio-Tv

New long-term contracts for representation of radio-tv properties of Triangle Publications with Blair have been signed, Roger Clipp, vice president and general manager for Triangle's broadcasting operation, and John Blair, president, John Blair & Co., announced last week.

WFIL-AM-FM-TV Philadelphia in December 1954 were the first Triangle stations to be represented by Blair. They were followed by WNBF-AM-TV Binghamton, N. Y., in August 1955; WFBG-TV Altoona-Johnstown in November 1956 and WNHC-TV Hartford-New Haven, last May. The am stations are represented by John Blair & Co., the tv by Blair-Tv. Another Triangle station, WLBR-TV Lebanon, Pa., has been represented by the third Blair unit—Blair Television Assoc.—since May 1957.

Mr. Clipp pointed up the Triangle-Blair association as having been "most profitable and pleasant," noting operational advantages in concentrating Triangle's major facilities with one representative for national sales.

FINAL DETAILS *of new contract are set by (l to r) John Blair, president of the representative firms bearing his name; Roger Clipp, vice president and general manager of Triangle's broadcast properties, and Edward P. Shurick, Blair-Tv executive vice president.*

Paschall Switches to KFXM

In a realignment of executive personnel of KAFY Bakersfield and KFXM San Bernardino, both California, Benton Paschall is leaving the general managership of KAFY to serve as general manager of KFXM and Glenn D. Lockhart, assistant general manager of KFAY, has been advanced to general manager of that station.

The two 1 kw independent stations are owned by Mr. Paschall, Howard Tullis, president of the Tullis Co., Hollywood agency, and John Hearne, Hollywood attorney. The changes were made so that Mr. Paschall can concentrate on the operation as general manager of KFXM as well as take on the additional duties of handling national business of both stations in cooperation with the stations' national representative, McGavren-Quinn.

Stations Take Load From Phila. Newspapers

Radio and tv stations in Philadelphia expanded their news service and provided advertising facilities for business firms during the strikes that crippled two major newspapers—*Inquirer* and *Bulletin*.

A feature of the week was the vocal reading of the papers by the broadcast stations affiliated with the struck journals—WFIL-AM-TV for the *Inquirer;* WCAU-AM-TV for the *Bulletin*. The stations carried detailed descriptions of the contents of the advertising-less newspapers, with both radio and tv outlets covering news, features and comics.

The strikes started the night of May 30 when the teamsters union failed to deliver the May 31 morning edition of the *Inquirer*. Members of the American Newspaper Guild refused to cross picket lines. Their *Inquirer* contract expired at midnight May 31. Both unions were still out last Friday, with executive personnel and editors handling the news. The *Inquirer* has carried no advertising and its editions have been sold only at the newspaper's plant.

The *Bulletin* was struck Saturday by teamsters. Its editions, also without advertising, have been sold only at the plant. The *Bulletin* had a full editorial complement since the news staff does not have a guild contract.

The *Camden* (N. J.) *Courier-Post*, across the Delaware River from Philadelphia, also was hit by the strike. The Philadelphia *Daily News*, tabloid, published as usual.

A man-on-the-street survey conducted by Research Inc., Philadelphia, showed that 54% of those interviewed were listening to radio more and watching tv more because of the newspaper strikes.

WFIL-AM-TV augmented its news staff when the strike started, adding frequent news reports. A Sunday feature was "a trip through the *Sunday Inquirer*." Similar "trips" have been carried each evening. Programs were revamped to accommodate the requests of department stores, special stores, food, entertainment, automobile, real estate and other advertisers deprived of their print media. Lit Brothers, Snellenburg's, John Wanamaker's and Strawbridge & Clothier head the list of department store sponsors who bought extensive broadcast time.

WFIL-AM-TV sent out three news cruiser units that provided beep reports.

WCAU-AM-TV read the *Sunday Bulletin*, using both station and newspaper per-

AGREEMENT for Adam Young Inc. to represent WOKY Milwaukee, effective immediately, is finalized by (l to r) Gerald A. Bartell, president, Bartell Broadcasters; Stephen A. Machcinski, Adam Young executive vice president; Morton J. Wagner, Bartell executive vice president, and Adam Young, president of the firm bearing his name. The move brings all Bartell stations under Young representation. Others are WAKE Atlanta; WYDE Birmingham, Ala.; KCBQ San Diego, Calif.; KYA San Francisco, and WILD Boston.

sonnel on the air. Charles Shaw, news editor, was anchor man for the reports. Sales of the *Bulletin* have been heavy despite the fact that it is available at only one place. The stations have carried numerous spots promoting the availability of the *Bulletin*. Radio service included shopping guides, short newscasts and half-hour roundups of *Bulletin* features.

WRCV and WRCV-TV quickly revamped their schedules to offer emergency news schedules. News headlines were superimposed on the bottom of the tv screen in a "crawl" effect during local and network entertainment programs. Breaks into local and network programming were made when news justified. A United Press International photo facsimile machine was installed. As with other stations, heavy emphasis was placed on local news, sports, business items, features and traffic conditions.

WPEN augmented its news staff and went on a 24-hour alert schedule. All five-minute newscasts were expanded to eight minutes, and the half-hourly newscasts from one to two minutes. Stock market reports and a theatrical directory were broadcast. A 120 sq. ft. show window in front of WPEN was equipped as a giant bulletin board. Thousands of "Newsgrams" were distributed through hotels and restaurants.

While all the city's radio stations were joining the citywide expansion of news service, commercial staffs met the demand for time as quickly as possible. Shopping guide programs helped fill the needs of advertisers, and announcements were fitted into schedules. Heaviest time purchases went to radio because of the medium's greater flexibility.

Efforts to settle the strikes were begun during the week. A federal mediator entered the scene and was expected to continue conferences Friday.

*UP! UP! UP!
14 OUT OF 15 ROCHESTER FAVORITES
322 FIRSTS OUT OF 455 COMPETITIVE QUARTER HOURS
10
* Rochester Metropolitan Area TELEPULSE March 1958
141 FIRSTS OUT OF 168 NIGHTTIME QUARTER HOURS
181 FIRSTS OUT OF 287 DAYTIME QUARTER HOURS
NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV
In Rochester, N. Y.
IT ALL ADDS UP TO
10
CBS BASIC

EXECUTIVES of Plough Inc. discussed plans to improve local radio selling at their meeting at the Sheraton-Belvedere Hotel in Baltimore May 21-22 [STATIONS, May 26]. At the conference table were (l to r) Gene Plumstead, national director of programming; Roy Whisnand, vice president and general manager, WCOP Boston; Fred Harm, vice president and general manager, WJJD Chicago; Jim Jordan, sales manager, WJJD; Bernie Millenson, vice president and general manager, WCAO Baltimore; Peggy Stone, president, Radio-Tv Representatives; Harold Krelstein, president, the Plough Stations and vice president Plough Inc.; Charles DeVois, vice president and general manager, WMPS Memphis; Rodger May, sales, WMPS; and Ed McCann, sales manager, WCOP.

KMOX-TV to Air Editorials On Occasion Basis, Wilkey Says

CBS o&o KMOX-TV St. Louis probably will join the growing ranks of stations airing broadcast editorials, Gene Wilkey, its general manager, indicated last week.

Addressing the St. Louis Advertising Club Tuesday, Mr. Wilkey said he favored tv editorials and that KMOX-TV would occasionally editorialize on "important, local, state or national matters but stick pretty closely to local or regional issues". Editorial views of the station at the national news level may be aired only "insofar as they affect our local community", he told BROADCASTING.

Mr. Wilkey has no definite plans for immediate launching of broadcast editorials, he said, but they will be carried "on occasion," reflecting middle ground between the "extremes" of the "vituperative" and the "Casper Milquetoast" variety. Views of KMOX-TV will be determined by an editorial board consisting of the general manager, news directors and other representatives, he added.

Mr. Wilkey's announcement followed the tack of the parent CBS network, which has favored station editorializing over a period of recent years. It was presumed the plan also would be extended to KMOX Radio.

He stressed in his talk tv's role at the community level, noting that tv advertising is making important advances because of this realization: "Our educational systems, our great newspapers, magazines and broadcasting media, our mobility as individuals—all have produced an average American who is intelligent, wide awake and interested in self-improvement, interested in economic and social advantages for his children, interested in news events and their interpretation, interested in new leisure time activities, and, of course, interested in good, wholesome, worthwhile entertainment."

KSAY Names Wassenberg

KSAY San Francisco has named Roman W. Wassenberg general manager in line with the independent station's plans for program revamping. Mr. Wassenberg was previously executive vice president and general manager of KSFO, and program manager for KPIX (TV), both San Francisco.

Lebanon Honors Elder Rahall At June 8 Testimonial Dinner

Nicholas Rahall, 74, received the Lebonese Civic and Education Medal from Ambassador Nadim Dimechkie at a June 8 testimonial dinner in Beckley, W. Va. The award was in recognition of Mr. Rahall's contribution to betterment of living conditions in his native El-Kfier, Lebanon, including a school chemical laboratory and library and funds for a city hall. The dinner was given by his sons, N. Joe, Farris and Sam Rahall, whose stations consist of WWNR Beckley, WTSP St. Petersburg, Fla., WKAP Allentown and WNAR Norristown, both Pennsylvania, and WFEA Manchester, N. H. Rahall officials, Gov. Cecil Underwood of W. Va., and members of Congress were in attendance.

CBS-TV Affiliates Re-elect Three To One-Year Terms on Board

Three directors have been re-elected for one-year terms to the CBS-TV Affiliates Board from three eastern districts, it was announced last week. Re-elected were Paul Adanti, WHEN-TV Syracuse, N. Y.; Richard Borel, WBNS-TV Columbus, Ohio, and Glen Marshall Jr., WMBR-TV Jacksonville, Fla. They will serve until 1959 at which time a complete new board will be elected for three-year terms. The board comprises nine district directors, plus two others under the CBS-TV Extended Market Plan for eastern and western districts. Howard Lane, KOIN-TV Portland, Ore., is president of the CBS Television Affiliates Assn.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WFTL FT. LAUDERDALE, FLA. • Sold to New York investment group headed by Joseph C. Amaturo (20% owner of WESO Southbridge, Mass.) by *Ft. Lauderdale Daily* and *Sunday News* for $300,000. Mr. Amaturo formerly managed WESO and he will manage WFTL. The station operates on 1400 kc with 250 w.

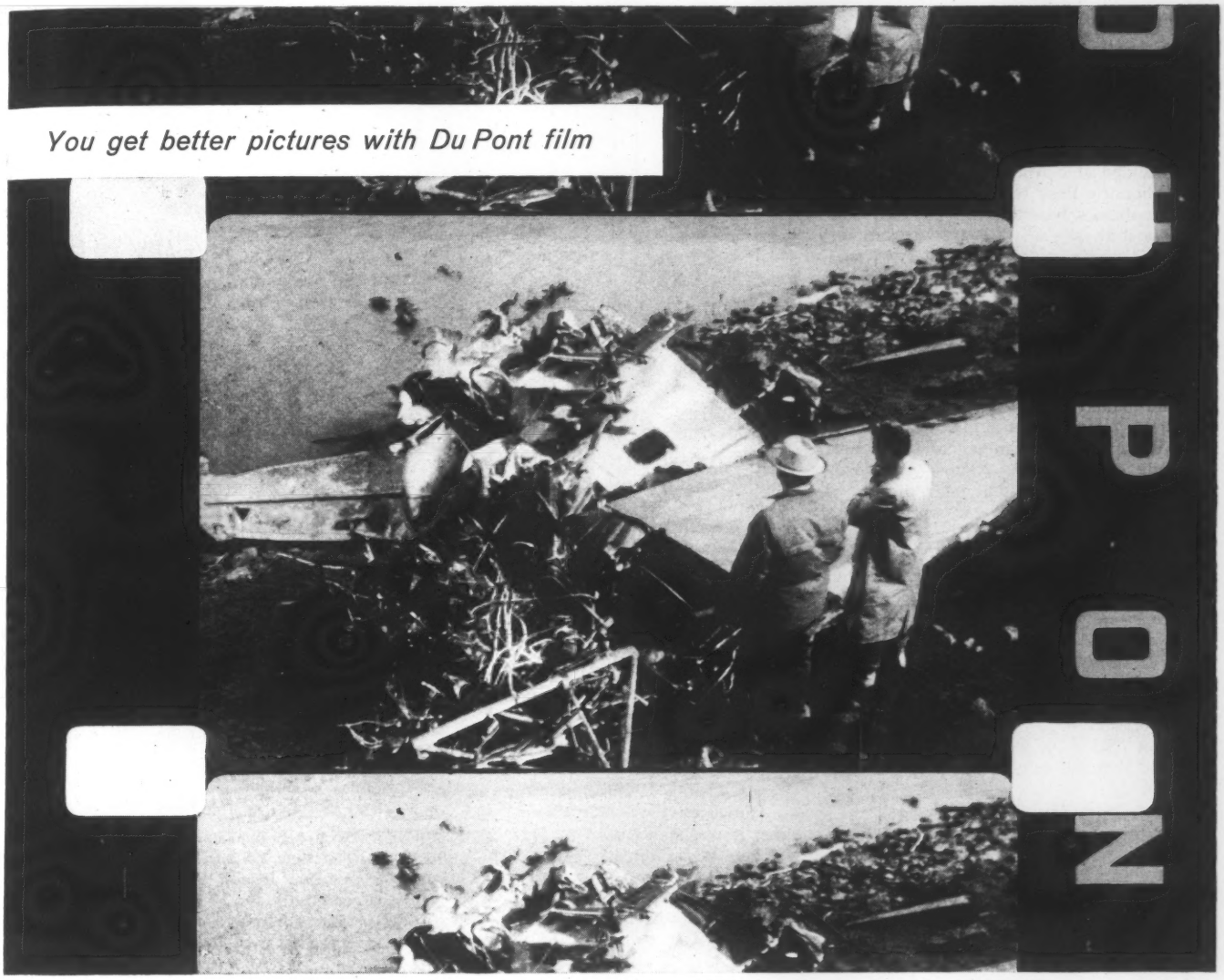
WLAK LAKELAND, FLA. • Sold to the Florida Central Broadcasting Co. by S. O. Ward for $300,000. Florida Central Broadcasting is headed by CBS executives Frank W. Nesbitt, director of network sales development, and Howard W. Cann, account executive. The sale was handled by Allen Kander and Co. WLAK operates on 1430 kc with 5 kw, day, 1 kw, night, and is an NBC affiliate.

WWOK CHARLOTTE, N. C. • Sold by Carmen Macri to Sherwood Tarlow, Joseph Kruger and Allan Roberts for $190,000. Buyers own WHIL Medford (Boston) and WARE Ware, both Mass.; and WHYE Roanoke, Va. Mr. Tarlow also controls WLOB Portland, Me. This leaves Mr. Macri with WZOK Jacksonville, Fla. The sale was handled by Blackburn & Co. WWOK operates on 1480 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 103.*

KOME TULSA, OKLA. • Sold by John W. Kluge and Mark Evans to Charles W. Holt and associates for $250,000. Mr. Holt owns WHSY Hattiesburg and WHNY McComb, both Mississippi; WHXY Bogalusa, La., and WHHY Montgomery, Ala. Mr. Kluge continues his interests in WEEP Pittsburgh, WGAY Silver Spring, Md., KNOK Fort Worth, WKDA Nashville, WINE Buffalo and WLOF-TV Orlando, Fla. KOME is 5 kw day, 1 kw night directional on 1300 kc.

KSUM FAIRMONT, MINN. • Sold to J. E. Hyde Jr., 50% owner of KDHL Faribault, Minn., by Frank W. Endersbe and Leo Seifert for $237,500. KSUM on 1370 kc with 1 kw, is affiliated with MBS.



The photo above is an actual enlargement of a single 16 mm frame from a newsreel shot on Du Pont Type 931 Film early in the morning after a light plane crash near Portland, Oregon.

KGW-TV counts on 930 and 931

to get the news on the air fast!

Richard Ross, News Director of KGW-TV, Portland, Oregon, says that his station has used Du Pont film for newsreels since it started operations in December, 1956. "Despite some rough assignments, it has never let us down," says Mr. Ross about Du Pont Rapid Reversal Film. "It was certainly a powerful factor in our news programs having been listed by the American Research Bureau as the top multi-weekly news program in several consecutive rating periods.

"One of the reasons we get our news on the air so fast is the rapid drying time of Du Pont 930 and 931. They dry at least five minutes sooner and those five minutes mean smoother editing, more professional treatment of the coverage."

Portland has frequent rains during the winter and spring, with dull skies, early darkness and very poor lighting conditions. "We find that 931 film has the necessary speed, resolution and contrast to make good, usable pictures under extreme conditions. With the added bonus of fast processing, you can see why Du Pont is one of the vital tools in our operation," concludes Mr. Ross.

For more information on Du Pont films for every TV need, contact the nearest Du Pont Sales Office or write Du Pont Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

Kluge Stations Set Disc Policy At Three-Day Organization Meet

The five outlets in the Kluge Radio Stations group will set up a top-management liaison with the record industry, Kluge managers decided at a May 30-June 1 meeting at the Sheraton Park Hotel, Washington.

This policy is based on the premise that "radio is show business" and the record industry is radio's "major entertainment source." It is designed to solve many of the problems involving the two industries.

In formally organizing as a group, the station resolved that each is to become "the nerve-center of the community." John W. Kluge, of Washington, head of the group, and the managers took the position that public service provides a challenge to sell goodwill and increase audiences. A people-to-people policy was adopted by which "people in community activities will personally sell their public service in the same manner commercial products and services are sold by radio."

Kluge stations are WGAY Silver Spring, Md.; WEEP Pittsburgh; WKDA Nashville; WINE Buffalo and KNOK Fort Worth. Leonard H. Marks, radio attorney for the group, discussed legal and regulatory problems at the meeting. Jack Hardesty, vice president of Radio Advertising Bureau, gave a sales presentation. Bernard Howard, president of Stars National, representative, reviewed national sales developments.

Gov. Knight Helps Dedicate New Plant of KFSD Stations

The new million-dollar Broadcast City home of KFSD-AM-FM-TV San Diego was officially dedicated last month on the am outlet's 32nd anniversary. California Gov. Goodwin J. Knight participated in on-the-air ceremonies, dedicating the structure with more than an acre of floor space plus two outdoor tv studios to the people of San Diego.

In line with the stations' new title, "Your Harbor Bell Stations," the program introduced a new song, "The Harbor Bell," composed especially for the tv station by James Lee MacDonald and Wilhelmine Frances Weber. Gov. Knight presented William E. Goetze, stations' vice president and general manager with a California State flag as part of the ceremonies.

AT DEDICATION *of KFSD Inc.'s new Broadcast City: Gov. Knight and Mr. Goetze.*

MANAGEMENT EXECUTIVES *of Kluge Radio Stations met May 30-June 1 in Washington, with John W. Kluge directing discussion of group problems. Left to right (seated in back) Ted Dorf, WGAY Silver Spring; Bill Dalton, assistant controller; James Hensley, management staff; Bernie Howard, Stars National; William W. Jefferay, management staff; Jack Stapp, WKDA Nashville; Stuart Hepburn, KNOK Fort Worth. Foreground, Alfred Johnson, controller; John F. Hardesty, Radio Advertising Bureau; Harvey Glascock, radio sales manager; Mr. Kluge, and Ernie Tannen, now WEEP Pittsburgh, who will be reassigned as general manager of the group with headquarters in Washington.*

C-C Expands Purcell Duties; Labunski Now WMCA Gen. Mgr.

Robert M. Purcell, president and general manager of KFWB Los Angeles, last week was appointed director of radio for Crowell-Collier Publishing Co., retaining his duties at C-C's KFWB. At the same time, it was announced in New York that Stephen B. Labunski, joins WMCA New York today (Monday) as general manager after having served in the C-C post now taken over by Mr. Purcell.

Concurrent with Mr. Labunski's appointment was the election of Peter Straus, WMCA program director, to executive vice president.

Freed Contests Validity of Law Governing Massachusetts Charge

Disc-jockey Alan Freed Wednesday contested the validity of the Massachusetts "anti-anarchy law" under which the commonwealth hopes to throw the book at him as a result of a May 3 "rock and roll" riot in Boston. His attorney, Paul Smith, asked dismissal of two indictments based on two ancient Massachusetts statutes charging Mr. Freed, formerly of WINS New York and now with WABC New York, with inciting an assembly to riot, property destruction and other violence.

Mr. Smith, cognizant of reports that 15 "bystanders" reported being assaulted, knifed and robbed, asked for a bill of particulars, including naming the victims and those alleged to have perpetrated the disorders. He stated that the anti-anarchy act was unconstitutional as applied to his client for the law specifically covered intent to overthrow the government.

Meanwhile, in New York, WABC General Manager Ben Hoberman announced that the station this weekend inaugurated "the first phase of a new six-day-a-week programming concept" by giving Mr. Freed a Saturday program in addition to a Monday-Friday Series at 7:15-11 p.m.

Weed Asks Colleges to Improve Radio-Tv Courses, Award Degree

U. S. college courses in radio-tv were termed "second-rate" Friday by station representative Joseph Weed. The president of Weed Radio and Tv Corps., New York, speaking before 100 students, faculty and staff members of Iowa State College and its owned and operated WOI-AM-TV Ames, called upon universities to improve their broadcast curricula to the point where degrees would be offered. He went on:

"I would like to see you take leadership in creating here curricula for training young people in all of the facets of this great profession: programming, selling, management, in order that here and elsewhere we may look to the time when degrees can be offered in this field of professional endeavor."

"In viewing the future potential of television we must bear in mind not only the program content," Mr. Weed said, "but also the commercial effort that makes that program content possible. It means that our young people who show talent for selling must be given as much attention and as much encouragement as our young people who show talent for producing and creating."

Reber Joins Cascade Bcstg.

Jack Reber, former manager of NBC Spot Sales, has joined Cascade Broadcasting Co. as executive coordinator, it was announced last week by Tom Bostic, general manager of the northwest radio-tv stations. Mr. Reber, prior to his 1952-58 association with NBC Spot Sales, was sales manager of WNBT (TV) New York for two years after

"I go through Ad Age thoroughly—from beginning to end."

says **JOHN B. MORRIS**
Vice-President/Marketing and Media
Norman, Craig & Kummel, Inc.

"Advertising Age is definitely must reading for me. I have it sent home, so I'll have time to read it thoroughly and not miss something I otherwise might. It's page-by-page for me—from beginning to end."

Whether it's Monday morning at the office, Monday evening at home—or later in the week, it's a safe bet that most of the executives of importance to you rely on Advertising Age's unique editorial eye to keep the marketing world in focus for them. More than a news journal, its sharp analyses of current trends and developments make Ad Age "must" reading for those who *influence* as well as those who *activate* today's market and media decisions.

Norman, Craig & Kummel is just one example from AA's nationwide audience. Ranking among the top agencies in broadcast, N.C.&K. placed about $10,300,000 in radio-tv billings in 1957.* Included in its accounts are such broadcast-minded advertisers as Colgate-Palmolive Co., Pabst Brewing Co., Ronson Corp. and Speidel Corp.

Every week, *28 paid-subscription copies of Ad Age* keep Norman, Craig & Kummel executives up with the news and developments affecting them. Further, *89 paid-subscription copies* get a going-over at the offices and homes of advertising and marketing professionals at the companies mentioned.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

** Broadcasting Magazine 1957 Report.*

JOHN B. MORRIS

A graduate of Harvard College, where he was versatile enough to make Phi Beta Kappa and the varsity basketball team, Mr. Morris has seen marketing from both sides of the advertiser-agency fence. From 1933 until he became an Air Corps officer in 1942, he progressed from a junior sales executive to acting sales manager of the Eagle Pencil Company. On his return from military service in 1946, he accepted the position of general sales manager of the Helbros Watch Company.

In 1950, Mr. Morris joined Norman, Craig & Kummel, Inc. to head up the marketing department. Subsequently, he was assigned additional responsibilities in merchandising, media and research. He became a vice-president in 1952. Still showing marked signs of versatility, Mr. Morris says his hobbies include working with boys' clubs at a settlement house, raising plants in a New York City apartment and sports of all types—both as a participant and a spectator.

ABC ABP NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

serving as station program director. Cascade Broadcasting Co. includes KIMA-AM-TV Yakima, Wash.; KEPR-AM-TV Pasco, Wash.; KLEW-TV Lewiston, Idaho; KWIQ Moses Lake, Wash., and KBAS-TV Ephrata-Moses Lake, Wash.

New $1.4 Million Bldg. to House WNHC-AM-FM-TV New Haven

Plans for a $1.4 million building to house WNHC-AM-FM-TV New Haven, Conn., were announced last week by Roger W. Clipp, vice president of the Radio & Tv Div. of Triangle Publications Inc.

The WNHC Radio & Tv Building will be located in the heart of the $40 million Oak St. development area, part of a $130 million redevelopment and highway program undertaken by the city of New Haven.

The new broadcasting studio facilities will include modern equipment from present studios plus an outlay of more than $150,000 for latest radio and tv transmission advancements. The Union New Haven Trust Co. branch office will occupy space in the building, as will other selected business firms.

Other stations operated by Triangle are WFIL-AM-FM-TV Philadelphia, WNBF-AM-FM-TV Binghamton, N. Y., WFBG-AM-TV Altoona-Johnstown, Pa., WLBR-TV Lebanon, Pa., and owns 50% of WHBG Harrisburg, Pa.

SEEING THEMSELVES *in the middle of New Haven's redevelopment area are H. George Carroll (l), general manager of WNHC, and Edward D. Taddei (r), general manager of WNHC-TV, as Mayor Richard D. Lee pinpoints the future location of their stations' new building.*

DATELINES

Newsworthy News Coverage by Radio and Tv

WASHINGTON—WMAL-TV Washington, originating station for the ABC-TV coverage of the Memorial Day services at Arlington Cemetery, reports it is the only tv outlet in the country to carry the event live. Other network affiliates broadcast videotape versions. For the 3-4:15 p.m. EST WMAL-TV pick-up, Richard Stratton directed six cameras and Jim Christenat was production supervisor.

MONTREAL—CJMS here, although thwarted in attempts to make telephonic contact with Gen. Charles DeGaulle and Algerian supporters, found plenty of local reaction to the French government crisis. Frenchy Jarraud, CJMS' morning man, contacted DeGaullists in and around Montreal conducting a series of interviews on developments in Paris. In all, several dozen of the general's Canadian fans were interviewed by CJMS.

MINNEAPOLIS—Listeners to WCCO's daily *Foshay Tower Weather News* (5:55-6 p.m.) last Wednesday here were among the first to have knowledge of the tornadoes that killed approximately 30 and injured more than 100 in eastern Minnesota-western Wisconsin. The program is originated from a tower in the city by staffer Dean Montgomery. He announced that forming over the area were "the biggest thunderheads I have ever seen." At 6 o'clock the station got orders to begin Conelrad tornado warnings. This was followed by WCCO's own system of reporting approaching twisters: sounding a klaxon horn and announcing the official alert.

News staffers Jim Borman, Jerry Rusholt, Hugh Smith and Bill Carlson fed WCCO and eight other outlets with beeper reports from the station's mobile unit while touring the area.

WICHITA FALLS—An eyewitness account of the May 22 students' riot in Panama City, Panama, was broadcast by KWFT Wichita Falls, Tex., when its news director, Dave Dary, contacted Reece Smith of the *Panama American* for a beeper report. The station carried the account just 20 minutes after the first bulletin, it was reported. The sound of gunfire served as a background to the story as Mr. Smith described activities of the rioters.

SAVANNAH—WSAV-TV here spent three hours covering one of the biggest downtown fires in the Georgia city's history. From a vantage point across the street from a burning department store WSAV-TV cameras trained on the blaze 15 minutes after it was discovered. The coverage was mentioned on local radio stations throughout the area as the fire progressed, WSAV-TV reports.

NEAR BRUNSWICK, MD.—Among stations covering the airplane collision near Brunswick, KDKA Pittsburgh dispatched a newsman to the scene by air. KDKA newscaster Mike Levine flew by private plane to the crash site and provided direct telephone reports on the Capital Airlines-military jet disaster throughout the afternoon of May 20.

ORLANDO—A bulletin that a gunman had shot the driver of an automobile to death was soon aired by WHOO here, for the car crashed through a store window just four doors from the station's studios. Red Weiss, sales manager, heard three shots and dashed out to get the story. He reported it on the air five minutes after the event occurred. Bill Clark, news director, that evening interviewed an injured passenger in the victim's car at a local hospital.

LINCOLN—A filmed interview with convicted-murderer Charles Starkweather was obtained by KOLN-TV here—through a jail cell window. One of KOLN-TV's four-man team covering the court proceedings, cameraman-reporter Don Wright managed to talk to Mr. Starkweather (until chased away by a jailer) during a noon trial recess. The station's staff artist, Bob Regler, contributed courtroom sketches to illustrate the trial for KOLN-TV viewers.

KWFT Wichita Falls, Tex., got its coverage of the trial via beeper reports from KFOR Lincoln. The Texas station carried direct reports at the time of the murders and of the fugitive's capture.

REPRESENTATIVE APPOINTMENTS

KJR Seattle; KXL Portland, Ore.; and **KNEW Spokane** appoint McGavren-Quinn.

CFCL-AM-TV Timmins., Ont., and **CKOS-TV Yorkton,** Sask., appoint Devney Inc.

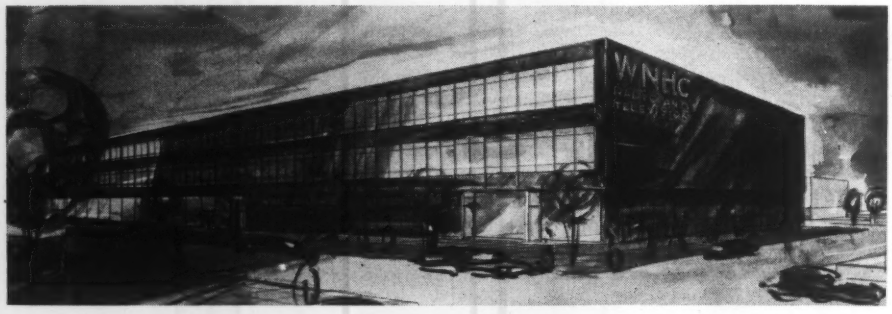
KIXL Dallas and **KJIM Fort Worth** appoint Richard O'Connell Inc., N. Y.

WELI New Haven, Conn., appoints Harry Wheeler & Co., Boston, for New England.

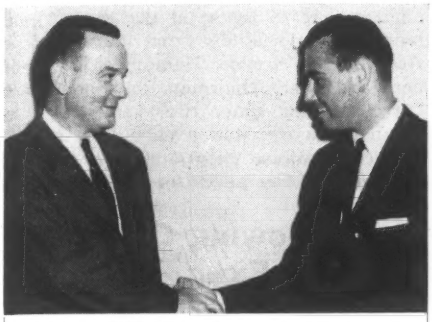
STATION SHORTS

KELE (FM) Phoenix, Ariz., which has been duplicating KONI Phoenix programs, resumes independent broadcasting June 14.

WQXR New York reports sales for January



THIS IS HOW *the stations' building will look upon completion.*



APPOINTMENT of W. B. Doner & Co., Baltimore, as advertising agency for WBAL-AM-TV there, was announced May 15 by Leslie H. Peard Jr., vice president and general manager of the stations. Mr. Peard (l) is pictured shaking the hand of Herbert D. Fried, vice president of W. B. Doner, after the announcement that effective June 1 the agency will handle all audience promotion and trade advertising for both stations.

through April were 12.7% ahead of same period in 1957. Income from spot announcements was up 8½% and income from programs increased little over 10%, station reported.

WHAY New Britain, Conn., has announced it has leased studios at 54 Pratt St. in Hartford and plans to originate number of programs from studios in future.

PROFESSIONAL SERVICES

Newton Opens Engineering Firm

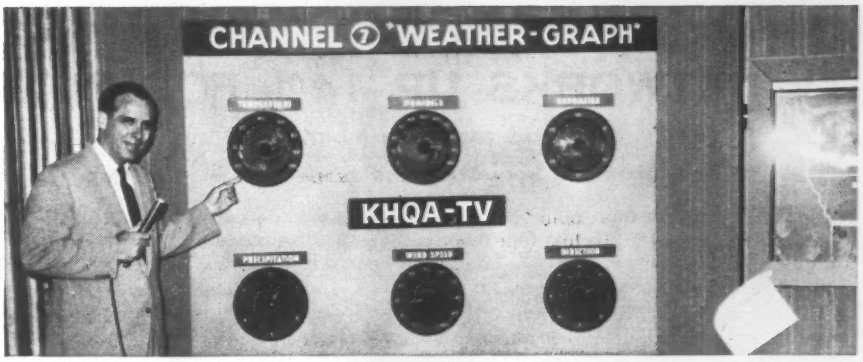
Irl T. Newton Jr., broadcast antenna and tower equipment manager, RCA Broadcast Tv Equipment Div., has opened his own radio-tv consulting office in Washington. Before joining RCA six years ago, Mr. Newton was an associate engineer with Commercial Radio Equipment Co., Washington. He has participated in planning most of the multiple tv antenna installations in the U.S. and Cuba.

MR. NEWTON

The new consulting office is located at 422 Washington Building.

Boston PR-Management Firm Opens

Joseph V. Carroll Jr., formerly in personal management and public relations in Chicago and Washington, is opening a new public relations-personal management firm, Tempo, in Boston. Initial clients are McKee Broadcasting Co. (WKCB-WKCQ [FM] Berlin and WBNC Conway, both New Hampshire), pianist Helen Manning and singers Pat Buckley and Lindy Rogers. Tempo is located at 6 Beacon St., Suite 1127; telephone Lafayette 3-0427.



KHQA-TV

BENDIX "WEATHERMAN"

lets TV viewers see weather record itself!

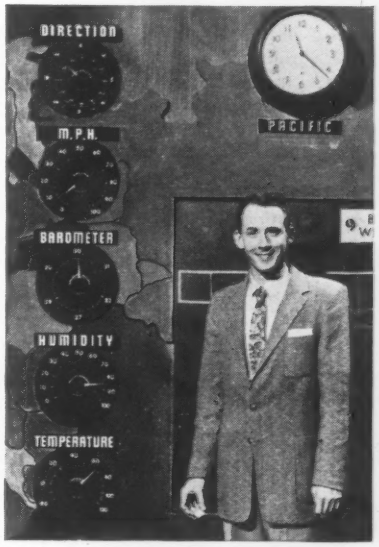
The Bendix "Weatherman*" will give your audience greater accuracy in weather reporting and a clearer picture of weather happenings, to make an important public service even better. Weather conditions can be read instantly from large and easy-to-read dials, showing outdoor temperatures, relative humidity, rainfall, atmospheric pressure, wind speed, and wind direction.

Such stations as WFIL-TV, Philadelphia; KHQA-TV, Hannibal, Mo. and Quincy, Ill. and KWTV-TV in Oklahoma City, have found that this new presentation of the weather by the "Weatherman" is more interesting than relayed information. And with the Bendix "Weatherman" every installation is unique because the dials can be arranged in so many different positions.

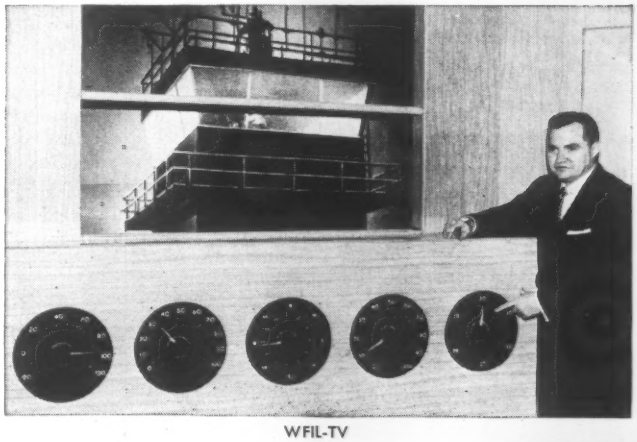
With the exception of the barometric pressure unit, each indicator is actuated by a remote (roof top) transmitter and is connected to the transmitter by electrical cable. "Weatherman" indicators and transmitters can be obtained as individual units.

The "Weatherman" is made by Bendix Friez, makers of weather-data instruments for eighty-two years. For further information, write direct to this division, 1324 Taylor Avenue, Baltimore 4, Maryland, or telephone VAlley 3-4040.

*REG. TRADE MARK



KWTV-TV



WFIL-TV

Friez Instrument Division

Bendix
AVIATION CORPORATION

TV NETWORKS UP 14% FOR YEAR

- **April's 15% lead caps four-month gain over 1957**
- **January-April network gross exceeds $191.4 million**

Network tv gross time billing increased $23.7 million or 14.1% the first four months of this year as compared to the January-April period in 1957.

Each of the tv networks chalked up gains in April and for the first four months, according to latest figures released by Television Bureau of Advertising. The network figures are compiled for TvB by leading national advertisers and Broadcast Advertisers Report.

Total gross for all networks for the four-month period was a little over $191.4 million this year. ABC-TV is up 35.3% for the four months; CBS-TV is ahead 6.8% and NBC-TV is showing a 14.3% increase. In April time charges, ABC-TV was 30.8% above that month last year, its total for April at the $8.7 million level. CBS-TV, 6.9% ahead in April, had a gross billing in the $20.7 millions, and NBC-TV, with a hefty 20.6% increase for April, was at the $18.2 million monthly level.

The monthly billing figures for the January-April period shows two months—January and March—close to the $50 million level, the other months of February and April at $44.6 million and $47.7 million respectively.

The full table released by TvB:

NETWORK TELEVISION GROSS TIME BILLINGS
Source: LNA-BAR

APRIL

	1957	1958	% Change
ABC-TV	$ 6,682,786	$ 8,739,456	+ 30.8
CBS-TV	19,385,098	20,716,491	+ 6.9
NBC-TV	15,154,388	18,283,379	+ 20.6
TOTAL	$41,222,272	$47,739,326	+ 15.8

JANUARY-APRIL

	1957	1958	% Change
ABC-TV	$26,422,703	$35,752,460	+ 35.3
CBS-TV	78,097,833	83,432,317	+ 6.8
NBC-TV	63,241,934	72,287,402	+ 14.3
TOTAL	$167,762,470	$191,472,179	+ 14.1

MONTH BY MONTH—1958

	ABC-TV	CBS-TV	NBC-TV	TOTAL
JAN.	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEB.	8,441,988	19,410,741	16,785,315	44,638,044
MARCH*	9,402,407	21,211,070	18,874,597	49,488,074*
APRIL	8,739,456	20,716,491	18,283,379	47,739,326

* Figures revised as of 6/5/58

CBS Announces Annual Grants To Alma Maters of Executives

CBS Foundations Inc., the agency for making educational and charitable grants for CBS Inc., announced last week that 11 privately-supported colleges, from which CBS executives were graduated, will receive a total of $34,000 for the 1958-59 academic year. The grants amount to $2,000 on behalf of each executive.

The institutions receiving grants and the executives cited are: Colgate U. (William P. Munro, assistant to president, CBS International); Columbia U. (Ralph F. Colin, board member, CBS Inc.; Irving J. Gitlin, public affairs director of CBS News; Richard F. Hess, assistant to vice president in charge of station administration, CBS Radio, and Milton L. Maier, director of real estate services, CBS Inc.); Cornell U. (Joseph Bambara, vice president reconnaissance and electronics systems, CBS Labs, and Jay Eliasberg, CBS-TV research director); Dartmouth College (Robert V. Evans, assistant general attorney, CBS-TV legal staff).

Harvard College (Kenneth W. Hoehn, director of taxes, finance and management services, CBS Inc., and Cornelius F. Keating, general attorney, Columbia Records); Iona College (Walter P. Rozett, director of financial and administrative operations, CBS Radio); Massachusetts Institute of Technology (John M. Hollywood, scientific aide to president of CBS Labs); New York U. (Richard Golden, presentations director, CBS-TV); Ohio Wesleyan U. (Preston Pumphrey, assistant to the vice president, CBS Radio business affairs department); Princeton U. (Richard A. Forsling, assistant general attorney, CBS-TV legal department, and Cornelius V. S. Knox Jr., sales manager, CBS Radio in Detroit); Wesleyan U. (Arthur C. Elliot, midwestern sales manager, CBS-TV Stations Division).

Bernstein to NBC

Lester Bernstein, associate editor of *Time* magazine, will join NBC July 14 as director of information, it was announced Friday by Kenneth W. Bilby, executive vice president of public relations. Mr. Bernstein succeeds Michael Horton, who has joined CBS News as information director [NETWORKS, June 2]. Mr. Bernstein, 37, has been with *Time* since 1948 first as film critic, then as foreign correspondent in Rome and London, and since his return to New York in 1956 has covered tv-radio-press and other "back-of-the-book" sections. Before joining *Time*, he was with *The New York Times* drama desk.

MR. BERNSTEIN

Mutual Simplifies Clearances

Mutual has placed into effect a new system for clearing affiliated stations for network advertisers, which is designed to cut costs and simplify procedures.

Under the plan, MBS stations are required to file with the network a semi-annual affidavit on the network programs it takes and wire MBS at times it will deviate from this schedule. Under the old system, the affiliates had to report at the end of each month the deviations from the schedule. According to Armand Hammer, MBS president and board chairman, the new system "precludes the time, effort and costs incumbent on the station each time Mutual secures a national client and seeks to determine station clearances for that client."

Vogel Bowing Out Of MBS Exec. V.P.

Resignation of George Vogel as executive vice president of MBS is being announced today (Monday) by Armand Hammer, Mutual board chairman. Mr. Vogel will return to his own merchandising-promotion company, Ethos Organization, New York, which has been retained as consultant to Mutual, with Mr. Vogel as account executive. A successor to Mr. Vogel at the network has not yet been announced.

Mr. Vogel was brought in at Mutual by Mr. Hammer during a shakeup in February —said to be at the request of stockholders— when Paul Roberts and Bertram J. Hauser were dropped as MBS president and executive vice president respectively [AT DEADLINE, March 3]. Mr. Vogel then also was elected to the board. At the time, Mr. Hammer stressed that more emphasis at Mutual would be put on basic programming of music, news, special events and increased attention on merchandising and promotion for clients and stations, a field in which Mr. Vogel is a veteran.

Since that time, Mr. Vogel has been acting in merchandising-promotion as well as working very closely with Mr. Hammer. But health conditions and medical advice, it was said, have forced Mr. Vogel to leave an active post at Mutual and seek to ease his workload. His future association with Mutual will be in merchandising-promotion only via his own firm, with Charles Godwin, MBS' director of station special projects, acting as Mr. Hammer's administrative assistant.

Mr. Vogel started in radio in Manila, managing KZRM and KZRF during World War II and later returned to commercial broadcasting, producing and directing of radio and tv programs. He formed and owns Ethos with his wife and has served as merchandising consultant on tv for William Esty, and for six years consulted in the merchandising and promotion activity of Household Products Div. of Colgate-Palmolive Co.

CBS to Carry Giants' Schedule

CBS Radio announced last week it will broadcast the entire schedule of the New York Giants during the 1958 football season, according to William MacPhail, director of CBS sports. The contract is for one year. Arrangements were negotiated by the network and John Vincent Mara, president of the team. Approval of the agreement was made by Bert Bell, president of the National Football League. Last year the Giants' games were carried on WINS New York and on a regional network.

CROSBY, ABC-TV SET $2.5 MILLION PACT

- **Live specials in plans**
- **Question on CBS option**

Bing Crosby, one of the entertainment world's top holdouts from tv, will jump into television with both feet next fall under an exclusive, long-term contract announced last week by ABC.

Thomas W. Moore, ABC-TV programming vice president credited with making the deal, said Mr. Crosby will do at least two 90-minute specials each season, starting next October or November, and in addition will produce in partnership with ABC the pilots for 10 new tv series over five years.

The specials will be live—the format in which Mr. Crosby has had most success in his relatively few television appearances. The series he develops may be done either live or on film or tape, and according to officials may be musicals, comedies, dramas or of some other type, the agreement specifying only that they be "entertainment" in half-hour or hour lengths. The announcement said Mr. Crosby "will take an active role in the production of these new shows and will be available to star in them."

Financial details were not made public, but informed sources said the contract would mean "from $2.5 million up" to Mr. Crosby, depending upon various factors including the degree to which the shows he develops are sold, as well as the extent, if any, to which he performs in them, etc.

The contract was described as retaining the singer's services in both radio and television, but there was no indication of ABC Radio's plans for him. Authorities said this will depend upon the plans of the ABC Radio Network, whose programming at present has been cut back substantially.

There may be another complication regarding his ABC Radio appearances. Mr. Crosby currently is under contract to CBS Radio for daily segment of the *Ford Road Show* package on that network, and officials there said the contract—which expires in September—contains a clause giving CBS Radio the right to renew for another 52 weeks. CBS Radio officials also have plans for another "Sing With Bing" special production next Christmas.

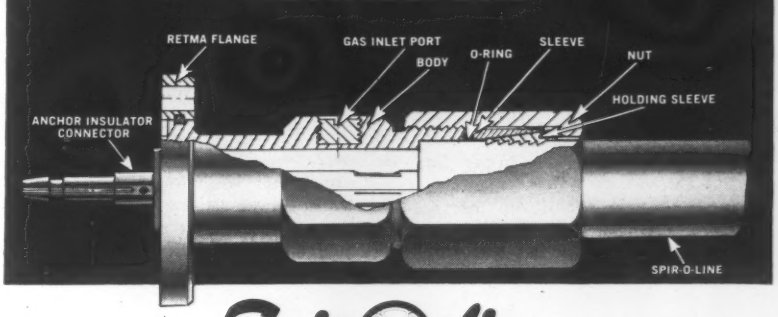
In announcing the signing, Mr. Moore said ABC-TV's "greatly increased" lineup of stations for live clearances justified the "large expenditures" involved in the Crosby contract. He said ABC-TV now is clearing live on stations covering 90% of the U. S.

The singer's signing with ABC occasioned some surprise, because in the past he has been more closely identified with CBS. After the announcement, reports circulated that he had gone to CBS with a proposal and, when it was turned down, had then taken it to NBC before going into the negotiations which led to ABC's signing. These reports, not officially confirmed, said some of his offered terms included a $150,000 fee to him for each of the specials in which he stars; a per-show budget in an amount to be negotiated, and investment by the network in the series to be developed by him.

Prodelin Pioneers an *All-American!*

Spir-O-lok®

CONNECTORS

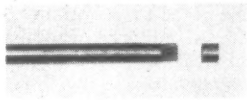


AND **Spir-O-line®** FOR

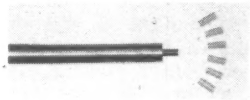
Transmission Line Assembly with 90% Less Work • Consistent, Low VSWR

Here's Prodelin's revolutionary design approach to coaxial transmission line connectors . . . *Spir-O-lok!* Its unique construction makes assembly with the Prodelin combination many times faster than with any other line and connector assembly in the industry . . . while providing consistently reliable VSWR.

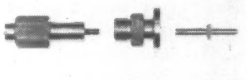
See how easy a *Spir-O-lok* installation is:



CUT — With a common tubing cutter, cut the outer conductor of the Spir-O-line. Remove. The soft aluminum tubing cuts cleanly and easily.



TRIM — With an ordinary jack knife, trim the six dielectric tubes flush to the outer conductor. This is Prodelin's unique construction that simplifies connector assembly while affording best broadband performance, highest power handling, lowest attenuation and VSWR. The 6 tubes keep the Spir-O-line inner conductor perfectly centered on bends.



ASSEMBLE — So simple, one man can do it in a few minutes. Slide the nut assembly on cable, hold body while tightening nut with wrench. This forms a pressure-tight joint that cannot distort outer aluminum sheath. The connection can be re-made repeatedly without redressing cable or affecting VSWR. Insert inner conductor connector.
MATE WITH ANY EIA (RETMA) OR MILITARY SPEC CONNECTORS

ELIMINATE TERMINAL CONNECTOR; SIMPLIFY CONNECTION PROCEDURE
Incorporate Spir-O-lok in original design of equipment panel or bulkhead to save time, trouble and expense later.

PATS. PENDING

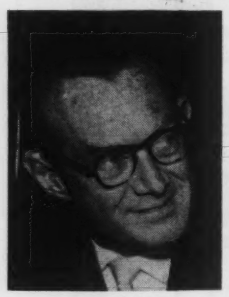
ANTENNAS and TRANSMISSION LINES
Prodelin Inc
KEARNY, NEW JERSEY, U.S.A.

***Spir-O-line* and *Spir-O-lok* . . .**
ALL-AMERICAN FROM DESIGN TO MANUFACTURE

WRITE TODAY FOR TECHNICAL BULLETIN
Dept. B-6 307 Bergen Avenue Kearny, N. J.

WEAVER FIRES ON NETWORK LINES

Sylvester L. (Pat) Weaver Jr., who used to be one of them, has charged members of network managements with "degrading" television. He did it on a network tv program.



MR. WEAVER

The former NBC president and board chairman, now an advertising consultant, made the accusation in a Mike Wallace interview *Survival and Freedom* program prerecorded for broadcast last night (Sunday) on ABC-TV.

He warned that if television managements do not change their ways, other forces—perhaps including pay tv—may make them do so.

He said he is "disappointed in what's been happening in the last couple of years," which he described thus:

"I think it is going from open forums to closed forums. It is lacking in balance. It is really reducing its overall mission to doing nothing but being largely a story-telling medium. That is, all the shows are really either game shows or story-telling shows."

Mr. Weaver, noted for his imaginative programming at NBC, said television should reflect "the whole richness and pluralism of our society. . . . We should have all the magic of live performances in the New York theatre, the great issues in documentaries and telementaries. . . . We should have all of the people passing across our sets.

"It is a porthole through which you can look out on the entire world, but if you aim it only at a film projector and show the cans out of Hollywood, together with some game shows that can be presented cheaply and get pretty good audiences on a commercial value, you are degrading a service and I'm afraid that's what's happening."

Asked to pin the blame, he said:

"No matter which group I discuss I'll be speaking of my closest personal friends so I guess I can just start making enemies from the top. But I am afraid, as a former advertiser, a former agency head of the radio and television department twice and a network man twice, both in early radio and television, I know the needs of different units and I am afraid that I must point the finger at the managements of the television networks."

He said the advertiser-agency job is to sell goods and that "the only force that can balance programming and give us what we should have in the home and be responsible for the influence the set has is the management."

It has been proved, Mr. Weaver said, that "you can get advertising support for fine things and for information programs and for controversial things."

He said "a retreat" is occurring in television, asserting that NBC-TV alone had 11 live hour dramas when he left the network in late 1956 but that these will all be gone by summer.

Back in 1949, he said, advertisers "wanted game shows and cheap shows" and "didn't want to spend any real money."

"But management," he continued, "is supposed to overcome those things and get what they think is the right thing as far as television is concerned."

He noted that Ed Murrow was on CBS-TV on Tuesday nights under sponsorship for "a couple of years" but is no longer in that spot. "I just can't believe that there wasn't a solution, a more intelligent solution than putting him on Sunday afternoon once a month," he declared.

Mr. Weaver suggested that in the public affairs field "we should have a great important report to the nation at least once a month by each of the networks, at night in premium time. . . . We should have a news service that really spends a lot of money in developing coverage of this country and everything that happens in it, live and with tape. That is far beyond what we are presently doing. I think that beyond the information programs—there should be all sorts of informational telementaries—we should be going into the cultural field and showing all the good things that we know people when they have a chance . . . will be become interested in . . . their tastes upgraded and their standards elevated."

He commended CBS-TV for its interview with Russian Premier Khrushchev and said "they should do it much more often."

He did not feel that there is enough editorial comment on television, but said that "just to use the right to editorialize, to let somebody write an editorial who may not have the stature of most of the major reporters or commentators is less important, it seems to me, than to use the mechanism of television to bring into every home in the country the product of the best minds on the situation as they see it."

"Frankly," he said, "I would rather hear what Walter Lippmann has to say than most television commentators."

He rejected a suggestion that Congress should require stations to devote certain prime periods to political discussion. "I am usually against the law stepping in to try to solve all problems," he said.

Mr. Wallace wondered at one point whether Mr. Weaver wasn't "saddling" television with "too much social responsibility." Mr. Weaver replied:

"The record is very clear as far as I am concerned. We made an awful lot of money at NBC-TV starting back in 1951 . . . and I started running it in 1949. I am sure they would love to have the profits that I made, today. I think that a business must be an upward-thinking, going business and when you try to not only program down but try to solve everything on a business basis you are liable to get into some rather difficult things . . ."

Television's businessmen, he said, don't really understand their medium as well as they might.

To another question he said he did not see "very many" instances of "restrictions on freedom"—influence of pressure groups, censorship, etc.—during his tv career. He acknowledged that "all kinds of kicks are made" and that special-interest groups are active but that "I think the networks are and have and will continue to resist those pressures."

Network management, he continued, "is the only group really that has the central position" to fight off censorship pressures.

Any management that "locks up the television set" will in time be changed, he felt. "But in the meantime the competition, the pressure on the networks will come from other ways of distributing [programs]. Pay television is one way. Another way is through the theatres themselves. . . ." In short he thought that "some new enterprise will move in and take over" what he called "the vacuum created as the networks abdicate certain areas of culture and information . . ."

ABC Slide-Film Pitch Equates Summer Season With Radio Sales

ABC Radio is optimistic about its prospects for 1958 and is selling hard this summer with a new slide-film presentation to advertisers and agencies to prove that "Summer Means Sales on the American Air"—the title of the film.

The network Thursday said "the outlook, as evidenced by increased billing since the first of April, is good for 1958." More than $2 million in new billings have been sold in the past month alone, it was noted.

The slide film presentation buries the old ghost about a summer slump in business generally and radio specifically by pointing out that during the summer quarter (June-July-August) grocery sales and retail sales actually increase, with drug sales only slightly off. Sales of tires, batteries and accessories are well up, as are gas station sales and the business of eating and drinking places. With people on the move, the total radio audience actually gains through more use of portables and car radios, the presentation details.

The ABC Radio slide film also shows how tv advertisers can gain economical additional and unduplicated audiences through radio campaigns during the summer period.

Skelton in New 5-Year Pact

The signing of Red Skelton to a new five-year exclusive contract with CBS-TV was announced last week by Louis G. Cowan, president of CBS-TV network division. Mr. Skelton will continue his present Tuesday night series next season (9:30-10 p.m.) under the same sponsorship—Pet Milk Co. and S. C. Johnson & Son.

WTAO Becomes ABC Affiliate

WTAO Cambridge, Mass., has joined ABC Radio as a primary affiliate, effective immediately, it was announced last week by the network. The station is owned and operated by the Middlesex Broadcasting Corp. and broadcasts with 250 w on 740 kc. Wallace Dunlap is general manager. The network now has 296 affiliates.

STEREO GEAR TAKES INDUSTRY SPOTLIGHT

- **RCA unveils full line**
- **Admiral shows portables**

Stereophonic gear for radio, discs, tape—and even tv—is taking a prominent place in the electronic display window. Manufacturers opening new dimensions in sound and sight the past two weeks include RCA in the East, Admiral Corp. and Zenith Radio Corp. in Chicago and Ampex Corp. in California.

RCA launched a major effort in the stereophonic market. Its full stereo line, unveiled at a news conference in New York, includes 55 discs, 15 Victrola phonographs (which play both stereo discs and single soundtrack records), 32 stereo tape cartridges, two tape playback-stereo recording instruments and seven auxiliary speaker systems.

Robert A. Seidel, executive vice president, RCA consumer products, said the new line represents "the key to providing stereophonic music for the American home, for it puts stereo at last within the price range of the average music lover." George R. Marek, vice president-general manager, RCA Victor Record Div., predicted that stereo disc sales alone might add 20% to record sale volume for the entire industry in another year.

Prices for the Victrola stereo record player start at $129.95. Stereo discs are $5.95 and tape cartridges about a dollar more. Auxiliary speaker systems range from $9.95 to $125.

The new Admiral line of stereo phonographs includes a portable unit and one- and two-unit consoles. Dealers were shown these and new radio-television lines last week. A tv-stereo phonograph combination was billed as a "dual channel stereophonic theatre" at a suggested retail price of $399.95. With inclusion of 100-degree deflection tubes in all tv receivers this year, Admiral President Ross D. Siragusa noted, the company is able to combine "hi-fi tv" and a stereo record player in a cabinet. A special dual channel amplifier is integrated in the chassis, giving 5 w tv power and 10 w for the phonograph.

Mr. Siragusa predicts a 25% sales increase for the hi-fi industry this year over the estimated $200 million in 1957. By 1963 total sales will reach $750 million, he forecasts. Only 4% of all U. S. homes are now equipped with hi-fi, which offers an almost unlimited sales potential, he said.

Zenith Radio Corp. at its 40th anniversary convention for distributors last week exhibited 119 new tv, radio and phonograph units, including 31 new tv models. Zenith hi-fi record players are designed for monaural records in four speeds—33⅓, 45, 78 and 16⅔ rpm.

A basic difference in Zenith and Admiral tv sets is circuitry. Zenith last week stressed hand-wired chassis units, claiming ease of part replacement, servicing and economy. Admiral adhered to printed circuitry in which it pioneered. Neither manufacturer brought out new color tv models.

Ampex has incorporated three-way stereo

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sound in all its console music systems, it has been announced by Phillip L. Gundy, president of Ampex Audio Inc., Sunnyvale, Calif., subsidiary of the Ampex Corp., Redwood City Calif. Stereo console components are a two or four-way tape deck, disc player and am-fm tuner.

With the stereo console, Ampex feels it has achieved "the widest range of choice of music—both stereo and monaural—offered in any home music system today." In the console: Universal A (900 series) tape deck, magnetic-type precision 45/45 disc player, built-in AM-FM tuner, twin preamplifiers and input connection for exterior tuner.

DUMONT TO PUT OUT COLOR TUBE IN '58

- **Report comes from Paramount**
- **DuMont hopes to cut losses**

Allen B. DuMont Labs will have color sets utilizing the single-gun Lawrence tube on the market by the end of 1958.

This was the official estimate of Paramount Pictures President Barney Balaban at his stockholders meeting in New York last week (see story, page 42). Paramount is presumed to be knowledgeable on DuMont's color planning by virtue of Paramount's 26% interest in DuMont's manufacturing operation and its full ownership of Paramount subsidiary Chromatic Labs, research and development unit that has an agreement with DuMont to design a commercial color set for mass manufacture of the sets.

Unofficial estimates on the suggested price for the color set are in the $350-400 bracket.

He said the receiver would be of the same size and "conformation" as a black-and-white set "with a similar sized 21-inch picture." The viewer would have only one additional control knob on his set for controling the intensity of color, it was explained.

DuMont's job has been to reduce the laboratory models of the Lawrence tube (developed by Chromatic) to a mass production prototype. According to Paramount officials, DuMont engineers report they see "no problems to such mass production which were not normally incident to mass tube and electronic equipment production." Said Mr. Balaban: "We believe the solution of the production problem is close at hand."

Asked when a prototype of the set could be demonstrated, Mr. Balaban predicted perhaps within the next month, but then amended his statement reminding that attempts in the past to set such targets later had to be revised.

Mr. Balaban also had a few things to say about Allen B. DuMont Labs' future. The company's revenue has slumped anew with the arrival of the recession and this year again is operating in the red.

Noting that for the last six months of 1957, DuMont's operation was in the black, Mr. Balaban pointed out that "during 1958 [DuMont] has been hit extremely hard." DuMont lost $943,000 in the first quarter of this year and sales were off slightly, prompting DuMont President David T. Schultz to label this as a reversal of an upward trend. He blamed the national economy and a slowdown in defense contracts [MANUFACTURING, May 12].

Three things "can happen to improve the situation," said Mr. Balaban: "(1) that an improvement in general conditions will favorably affect DuMont; (2) that the production and marketing of new color sets incorporating the Lawrence tube will be a real stimulus to DuMont's business, and (3) that a constructive merger or consolidation can be worked out." Mr. Balaban did not amplify what he meant by the third possibility.

Allen B. DuMont Labs, once the owner of a tv network that it gave up a few years ago, also dropped its station ownership by spinning off its broadcast interests in September 1955. Created was an independently-owned new corporation, DuMont Broadcasting Co. (now called Metropolitan Broadcasting Corp.).

DuMont Labs has been living grimly with deficits for some years now. Last year DuMont lost $535,000. In 1956, after reduction by a tax carryback, the deficit was $3,887,000 for the year. This year's first quarter loss of $943,000 was on sales of $9,806,000 compared to a 1957 first quarter loss of $353,000 on sales of $10,059,000.

NETWORKS AT FAULT ON COLOR—ADMIRAL

The three major networks—primarily ABC-TV and CBS-TV and to a lesser degree, NBC-TV—were lashed last week by a top electronics executive as the big obstacle to public acceptance of color tv.

In a surprise statement to the company's distributors and salesmen, Ross D. Siragusa, president of Admiral Corp., blamed the whole thing on the "selfish attitude—the public-be-damned attitude—of the . . . money-hungry, profit-hungry television networks." He claimed manufacturers—primarily RCA and Admiral—have spent "huge sums" on sets and made "serious marketing efforts" to put tint tv across. Networks, however, are not doing their part in programming, he contends.

As a result Admiral will not bring out new models this year but hopes to unveil a new tv chassis and merchandising techniques around June 1959. "We hope by then," Mr. Siragusa added, "the networks will go hand in hand with the manufacturers to make color really take off. We are going to spend more money on color research than ever before, and we have invested heavily to date." Mr. Siragusa's statement:

"The American people can thank the networks for the lack of imagination and guts that it will take to bring beautiful color into their home.

"The most important reason for the lack of color television sales is the selfish attitude —the public-be-damned attitude—of the TV networks. The manufacturers of television receivers, and I particularly point to Admiral and one other manufacturer, have been spending huge sums to bring the wonder of color television to the American people.

"The manufacturers have time and time again made serious marketing efforts. However, the money-hungry, profit-hungry television networks have refused to make any really serious effort toward heavy color programming. NBC stands almost alone, and its color programming shows up more in publicity than it does in actuality; CBS has done nothing worth mentioning; ABC nothing at all.

"We dare not bring out new color television sets with our technological advances while the networks filter out the rainbow."

ORRadio Reports 10% Increase

A 10% increase in net earnings for the 1957-58 fiscal year has been announced by ORRadio Industries Inc., Opelika, Ala. President J. Herbert Orr, of the firm that manufactures Irish brand magnetic recording tape, presented the report for the year ending Feb. 28, 1958, and which showed net earnings after taxes amounted to $113,836 with sales totaling $2,284,400. Previous year figures were $103,118 and $1,528,931, respectively. Mr. Orr pointed out that ORRadio's new plant went into production only one month before the end of the fiscal year and the increased production load on the old plant raised manufacturing costs. Construction of new plant and other equipment additions has increased ORRadio's net investment in fixed properties from $220,948 to $724,153, he said.

'Texan' Translator on Market

Richard R. Hayes, owner of the Texan Translator & Tv Network, has announced production of its "Texan" translator (type-approved by FCC). The transceiver, rated at maximum legal power of 10 w peak video will handle color.

The equipment is sold only with a special receiving bay of 6 mc band width and 24 db gain to preserve full capability. Transmitting antennas will be tailored to each locality. Remote control units are available for tone or DC operation to control up to three translators individually or over a pair of wires or by radio.

The company's address is 438 East Crockett St., San Antonio 2, Tex.

MANUFACTURING SHORTS

Sylvania Electric Products Inc., N. Y., reports company directors have declared dividend of 50 cents per share on its common stock and $1 per share on $4 cumulative preferred stock, both payable July 1 to stockholders of record at close of business on June 10.

Ampex Corp. announces the shipment of VR-1000 videotape recorders to KOTV (TV) Tulsa and WTAR-TV Norfolk, Va.

General Precision Lab. Inc., Pleasantville, N. Y., appoints Smith & Purdy Assoc., Needham Heights, Mass., as New England sales representative. LeeMark Assoc., Kansas City, Mo., appointed for Kansas, Missouri and Nebraska.

FULL AGENDA FACES NAB BOARDS

NAB's Combined Boards of Directors will seek solutions to pressing industry problems next week in the probe-saturated surroundings of the nation's capital.

The semi-annual session finds Washington teeming with investigations, hearings and assorted conferences that involve the economic and engineering future of stations and networks.

Against this backdrop the boards will review a wide range of association and industry developments that include such matters as tv allocations, pay tv network regulation, station transfers, technical developments, community antenna systems, news broadcasting and labor legislation.

The directors will take up internal association operations such as election of chairmen and vice chairmen of the radio and tv boards; budget items and plans for the fall regional conferences as well as the 1959 industry convention.

There isn't much the boards can do about many of the legislative and regulatory crises that haunt the industry, other than to take policy stands, but they will have full authority to shape the association's operations in the light of developments at the FCC, Dept. of Justice and on Capitol Hill.

The weeklong series of board events will open with a June 16 briefing session for new directors elected during the spring. The board's convention, tv finance and general fund committees will meet the next day. Scheduled June 18 is an all-day meeting of the Tv Board, followed the next day by a Radio Board meeting. Combined boards will meet Friday. Sessions will be held at the Mayflower Hotel.

NAB's convention situation will be carefully scanned. Last January the directors decided to reduce the size of NAB's annual convention by limiting attendance to ownership-management delegates and limiting the exhibition to broadcast equipment displays. Program and film service groups were to be excluded from conventions, starting in 1959, but given the right to participate in fall conferences.

Later the board's action was found to have doubtful standing under the by-laws. An amendment giving the board the right to determine the rights of associate members was adopted by an overwhelming industry vote (947 to 59). The board now has authority to exclude associate members in the program and film fields from exhibiting at industry conventions.

A survey of delegates, conducted at the recent NAB convention in Los Angeles, showed that a majority (57.8%) approved the board's plan to cut down the size of conventions but a larger ratio (63.1%) want the exhibition to continue including program and film displays as well as broadcast equipment [BROADCASTING, May 12, 5]. The survey was conducted for BROADCASTING by The Pulse Inc.

The separate radio and tv boards and the combined directors will discuss 1959 convention plans as well as programming of the eight fall regional conferences, which open Sept. 18 at Biloxi, Miss.

Indication that NAB is now taking the community antenna (CATV) problem seriously came with the calling of a meeting of the NAB Community Antenna Committee, headed by Howard Lane, KOIN-TV Portland, Ore. The meeting will be held in Washington June 16. Committee members are Thomas E. Bostic, KIMA Yakima, Wash.; William C. Grove, KFBC-TV Cheyenne, Wyo.; Henry W. Slavick, WMCT (TV) Memphis; George B. Storer Jr., Storer Broadcasting Co.; Omar Elder, ABC, and Harry Olsson, NBC.

While committee members will be alerted to the potential of the community antenna industry as a basis for an easy-to-start pay-tv system, the top problem is expected to be the matter of broadcast property rights in programs and signals.

NAB has been looking into CATV operations to find a test case by which the courts can determine what rights broadcasters have in programs they originate and which CATV systems resell to the public for monthly fees.

The association feels CATV offers a threat to the tv allocations of the FCC and to small-market tv broadcasting. It holds FCC should take jurisdiction over common-carrier microwave facilities carrying broadcast tv signals to CATV systems.

The committee will report to the NAB Board. Messrs. Lane, Grove and Bostic, of the committee, are board members.

The NAB Tv Code Review Board's stern warning to violators of the code's advertising provisions will come before the Tv Board. The code group opens a three-day Washington session today (Monday) at which decisions will be reached on a number of cases.

Code violations center around multiple-spotting, excessive commercial time in programs and personal product advertising. The code board announced April 29 that code privileges will be withdrawn from some violators unless they correct practices. Roger W. Clipp, WFIL-TV Philadelphia, is code board chairman.

The editorializing problem will come before the board as NAB's Freedom of Information Committee reports on its proposed news manual (see page 92). The manual will serve as a guide to operation of radio-

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tv station news departments. It contains a chapter on editorializing, including a list of examples of station editorial procedures. The editorializing problem was complicated by a May 28 FCC letter calling on broadcasters to use reasonable fairness in presenting "the other side" of controversies [AT DEADLINE, June 2].

Besides the top-interest tv allocation situation, the directors will hear technical reports on the status of remote control and automatic operation of stations. Another technical topic is the request of Television Allocations Study Organization (TASO) for additional funds. TASO needs funds for studies of circular polarization and directional antennas. A report will be given on the revised NAB Engineering Handbook, scheduled for release late this year. Copy for the first section has been sent to the printer. The handbook is a standard reference work for broadcast engineers.

The Radio Board will hear a report on progress of the All-Industry Music Licensing Committee project. Steps to negotiate new ASCAP contracts to replace the present contracts, which expire Dec. 31, 1958, will be reviewed. The all-industry project was set in motion May 1 at the NAB Los Angeles convention. A similar negotiation formula was used last year in negotiating new ASCAP television contracts.

A review of National Radio Month, first month-long promotion, will be given. Results of the May campaign indicate the new month-long formula was highly successful. Plans for radio participation in the annual NAB Fall Conferences will be outlined.

Fm can be expected to draw more Radio Board attention in line with the medium's evidence of growth and the increased public interest in stereo and hi-fi. Monthly factory figures showing production of receivers with fm tuning facilities will be published by Electronic Industries Assn., starting with July output, at the request of NAB. The fm multiplexing situation will be reviewed.

The Standards of Good Practice for radio broadcasters, now being promoted by visual and audio devices, will be on the board's agenda. Several hundred stations have pledged adherence to the standards and have ordered the association's promotion kit.

NAB Manual Issued On Coverage Conduct

A news manual for radio and tv stations, including codes of conduct covering public proceedings and court trials, was completed last week by the NAB Freedom of Information Committee, which met Wednesday in New York.

John S. Hayes, WTOP-AM-TV Washington, chairman of a subcommittee that developed the manual, submitted the document to the full committee which approved the provisions. Robert D. Swezey, WDSU-AM-TV New Orleans, committee chairman, said the manual will be submitted to the NAB Combined Boards June 20.

The manual states the high ideals of broadcast news presentation and describes in detail the operation of a news department. A preface describes the responsibility of informing the public as "the highest duty of broadcasters." Chapters cover the history of broadcast news, organization of a news department, editorializing and the right to cover public proceedings. An appendix includes news provisions of the NAB Tv Code and Standards of Good Practice for Radio Broadcasters.

Chairman Swezey reviewed NAB's fight to obtain access to court trials. American Bar Assn. will review the subject at its Aug. 25-29 meeting to be held in Los Angeles.

In addition to Messrs. Swezey and Hayes, committee members attending the session were Edward F. Baughn, WPAG Ann Arbor, Mich.; Joseph L. Brechner, WLOF Orlando, Fla.; Carl J. Burkland, WAVY-TV Norfolk, Va.; Richard O. Dunning, KHQ Spokane, Wash.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank P. Fogarty, WOW Omaha, Neb.; Joseph Herold, KBTV (TV) Denver; Daniel W. Kops, WAVZ New Haven, Conn.; H. William Koster, WEAN Providence, R. I.; Robert T. Mason, WMRN Marion, Ohio; Robert L. Pratt, KGGF Coffeyville, Kan.; Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va.; John Daly, ABC, Sig Mickelson, CBS; William R. McAndrew, NBC; and Theodore F. Koop, CBS, representing the Radio-Television News Directors Assn.

Attending from the NAB staff were Harold E. Fellows, president; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president for television; Howard H. Bell, assistant to the president for joint affairs; Vincent T. Wasilewski, manager of government relations; Douglas A. Anello, chief attorney, and Donald N. Martin, assistant to the president for public relations.

BPA Adds 16 Members to Group Following May Membership Drive

Broadcasters' Promotion Assn. added 16 members during May, raising its list of station and affiliated organization subscribers to 28 during the current year, it was announced last week.

BPA reported these new members: Morris Wattenberg, WABC-AM-TV New York; John G. Chapman, KTRK-TV Houston, Texas; Hughes Drum, WWL-TV New Orleans, La.; Robert Edell, WJBK-TV Detroit; Louis O. Hertz, WAGA-TV Atlanta, Ga.; Edward J. Hirschberg, WEDO McKeesport, Pa.; Clarence S. Mugge, WMBD-AM-TV Peoria, Ill.; Arthur R. Garland, WGY Schenectady, N. Y.; James G. Hanlon, WGN Chicago; David W. Meister, WEEK-AM-TV Peoria, Ill.; Byron A. Taggart, WFLA-AM-TV Tampa, Fla.; H. Wynn Bussmann, A. C. Nielsen Co., Chicago; Bud Kirvan, WXYZ Detroit; Duncan Miller, WMAL Washington, D. C.; W. B. Colvin, Television Bureau of Advertising, New York, and WSRS Cleveland, Ohio (person not identified).

Elliott W. Henry of ABC Chicago, and BPA president, attributed recent memberships to the organization's May drive. The campaign will be reviewed at the BPA board meeting at the Chase Hotel in St. Louis June 14, along with plans for its third annual seminar there Nov. 16-19.

THE SENATOR from Michigan, Charles E. Potter, Republican member of the Communications Subcommittee, with Mrs. Potter (l) received members of American Women in Radio & Television and congressional radio-tv-press galleries at the Capitol last month. Beryl Hines, Washington AWRT president, is greeted by Mrs. Potter as the senator and Vera R. Glaser, his news officer, look on. Feature of the reception was a screening of NBC-TV's *Wide Wide World* show, "Washington, the Headline City."

SCBA PANEL ROASTS MISUSE OF RATINGS

- **Over 100 crowd Radio Clinic**
- **On agenda: sales, promotion**

Ratings, always a hot topic when broadcasters get together, more than lived up to their controversial reputation Thursday at the second annual sales clinic of Southern California Broadcasters Assn. Rating users were more blamed than the rating makers for the sorry state into which audience research has fallen.

"There are only five really qualified timebuyers in Los Angeles," Richard Hasbrook, manager of the Los Angeles office of The Katz Agency, told the more than 100 broadcasters and guests at the clinic. The rest of the city's timebuyers, he asserted, are caught in "the numbers racket." They consider ratings to be absolute figures rather than indicators, he said, and will buy a rating of 5.0 because it's better than a 4.9, regardless of any other considerations. Representatives, accused of not selling creatively, can't do so because "we're stymied at the agency level," he stated.

Charles Helfrich, media director of Donahue & Coe, Los Angeles, agreed with this condemnation and blamed it on the fact that media buying is considered clerical work in Los Angeles. Jess M. Johns, partner in Eisaman-Johns Adv., Los Angeles, said that broadcasters had set their own rating trap by selling too exclusively on ratings and overlooking other approaches. Robert Anderson, head of his own agency, called for a "cash register rating service" for local accounts. "That's the way a local agency is rated by its clients," he said. "Our ads either produce sales or we're through."

Broadcasters whose sole research thinking is of audience research are out of date, Kenneth Harwood, chairman of U. of Southern California's telecommunications department, said. Many types of research developed in the past decade might prove more relevant to station problems, he noted. Ratings began as a confidential service for program directors, he recalled, adding that perhaps they should have stayed that way.

Radio selling methods could stand a lot of improvement, broadcasters were told by a trio of agency executives comprising a panel on "The Agency Looks at Radio." Wally Seidler, radio-tv director of Edward S. Kellogg Co., noted that the usual call from a station salesman begins with, "How about lunch?" "Take away their Diners Club cards and they'd lose their greatest sales tool," he declared.

Jon Ross, partner in Ross-Reisman Co., said that every radio time salesman he sees has the same plea, "Give us a chance and we'll do a job for you" but in too many cases the job seems to begin and end with selling him a schedule and no consideration whether it meets the need of the advertiser. "Sell creatively," he urged. "I want to buy because I can't make any money by not buying. When I don't buy it's because I'm not convinced that what is offered will work for my client."

Mr. Anderson urged stations to cut down on direct mail and to increase their trade paper advertising. Too much of their mail promotion has "too many smiling faces, too many graphs but very little to say and results in too much wasted time for agencies," he said. In contrast, he said, the better business papers get agency attention because they contain the kind of information the agencies want and need.

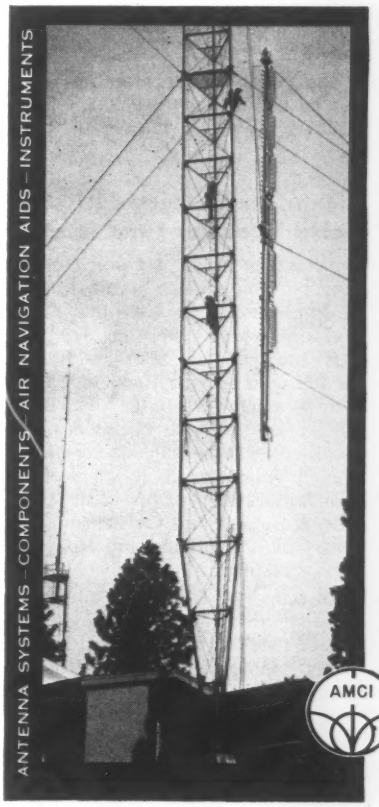
Trade paper promotion for stations was also strongly advocated by Daren McGavren, of McGavren-Quinn Co., station representative firm. Stations that consistently use this type of promotion are thought of as "eager, ambitious stations," he said. Citing WITH Baltimore, he said that because of its heavy use of trade paper advertising (between $50,000 and $75,000 a year) this 250 w station is generally thought of as a 50 kw operation and its annual billings are more than $1 million.

Another critic of radio sales techniques was the luncheon speaker, George Irwin, vice president of Heintz & Co., Los Angeles. Mr. Irwin cited his agency's successful use of radio and tv to sell tickets to Ice Capades [ADVERTISERS & AGENCIES, June 2] and urged broadcasters to widen their perspective and look for other new sources of advertising revenue for radio. He mentioned community centers and the distributing business (western distribution of products manufactured in the East) as good prospects largely ignored by radio. "Radio is way behind in getting in on institutional advertising," he added.

Los Angeles and Chicago metropolitan areas are comparable in population and in number of radio stations but not in station rates, Bruce Robertson, West Coast editor of BROADCASTING, told the clinic. Los Angeles broadcasters have not kept their rates in line with the area's increase in population, he noted, citing this as a major cause for Los Angeles to lag behind Chicago in spot revenue, although well ahead of the midwestern metropolitan area in local time sales.

Semantics might explain some of the difference, he said, and Los Angeles broadcasters report as local business some accounts like breweries, which are regarded as spot advertising in the East. A third reason for Los Angeles not to get its fair share of spot advertising is the failure of its broadcasters to adequately promote to eastern buyers. Southern California's outdoor life and the universal use of autos for commuting and shopping which result in more time spent with radio than in other parts of the country.

More detailed Southern California listening statistics were given during the concluding panel session of the all-day clinic. Terry Mann, KHJ Los Angeles, presented the SCBA analysis of the radio audience. Felix Adams, KLAC Los Angeles, pointed out that staggered factory hours produce large audiences for radio at any hour of the day and night. Between midnight and 3 a.m. Los Angeles County has 150,000 out-of-



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home listeners, he reported, and the figure is 190,000 for 3-6 a.m. Vertical saturation campaigns, with spots distributed over the whole 24 hours, are good buys for advertisers in Southern California, he declared, as well as good sales for stations.

Morrie Webster, commercial manager of KNX Los Angeles and CRPN, said that too few buyers appreciate how good nighttime radio is although 46% of the audience of Los Angeles stations is at night. More homes have their radios on in any quarter-hour at night than the metropolitan circulation of any Los Angeles newspaper, he reported.

Radio is the best way to reach Southern California's Spanish-American residents who have average family incomes of $5,000 a year, George Allison, media director of Young & Rubicam, Los Angeles, reported. Many of the 500,000-600,000 Spanish-speaking residents of the Los Angeles area are unable to read either Spanish or English and more than 95% of them depend on radio for their news and entertainment, he reported.

Two Speakers See Future Threat Of Florida Advertising Tax

Florida may be faced with an advertising tax next year unless state legislators are convinced that it is undesirable, Henry Quednau, chairman of the board and president of Henry Quednau Inc., Tampa, told members of the Florida Newspaper Adv. Executives Assn. at their spring meeting at Winter Park.

"We must return to our home towns and start laying the groundwork now to oppose such legislation [in 1959]," he stated. Mr. Quednau did not say who the sponsor of the ad tax would be, but he added, "I don't think that the members of legislature would be in favor of such a tax if they were given the whole picture."

In addition to Mr. Quednau's stand against the tax, Charles Rovetta, dean of Florida State U.'s School of Business, last week told a group of motel operators meeting in Tallahassee that "such a levy would be detrimental to the basic interests of Florida." He added that advertising is a strong stimulant upon which the state is depending "to accelerate the economy and an ad tax would slow the rate of recovery in basic areas."

Film Group to Open Tv Showcase

The Film Producers Assn. of New York will hold its second "Television Commercial Showcase," a presentation of outstanding tv film commercials produced during the past year, on Thursday at the Avon Preview Theatre in New York. Approximately 500 advertising executives have been invited to attend. A special feature will be a panel discussion on "The Practical Application of Videotape to Tv Commercials." Speakers will include a tv film commercial producer, FPA's labor relations committee head, two network representatives, an agency production executive and an FPA affiliate member, representing the laboratory, recording and processing industries.

EIA Reinstates Fm In Production Report

Monthly figures showing factory production of broadcast receivers with tuners for the fm band will be collected by Electronic Industries Assn., James D. Secrest, executive vice president, announced Tuesday. First figures, scheduled to appear in August, will show factory fm output in July.

Mr. Secrest said best industry estimates indicate 11.8 million fm receivers are in the hands of American consumers. The EIA data, he said, "will help to keep this figure up-to-date by providing the yardstick upon which the growth and prosperity of this industry can be measured."

EIA had collected and published monthly fm figures for many years but discontinued the service several years ago on the ground interest in fm didn't warrant the expense.

NAB has been seeking a revival of the information on fm sets for some time. Recently Vice President John F. Meagher met with EIA officials to discuss the problem.

In announcing EIA's action, Mr. Secrest said manufacturers realize there are 72 fm construction permits outstanding compared to 23 station projects a year ago, with 540 commercial and 145 non-commercial fm stations now on the air.

"These stations are being built because it is felt the public wants the service fm broadcasting can provide," Mr. Secrest said. "Fm receiver manufacturers and EIA know that accurate statistics on production of this segment of the consumer products industry are important to its continued growth."

The collection of monthly fm set data will be conducted by William F. E. Long, manager of EIA's marketing data department.

Alexander Re-Elected RTRA Head; Gobel Cited for Fund Drive

Actor Ben Alexander was re-elected president of Hollywood's Radio-Television Recording-Advertising Charities for the year May 1958-May 1959 at the group's annual meeting last month. Other officers for the coming year include John K. West, vice president in charge of NBC's Pacific Div., executive vice president; Emmett C. McGaughey, executive vice president, Erwin Wasey, Ruthrauff & Ryan, vice president; Dan Bonbright, vice president, Capitol Records, secretary, and Cy Pearson, vice president, California Bank, and Hollywood manager, treasurer.

Directors of RTRA, in additional to the officers, are H. Bruce Baumeister, counsel for KTTV (TV) Los Angeles; Sanford Cummings, manager, ABC-TV Program Dept., Hollywood; Guy della Cioppa, vice president and program director, CBS-TV, Hollywood; Lou Edelman, executive producer, Martero Productions; Frank Nelson, AFTRA board member, and Loyd Sigmon, vice president, KMPC Los Angeles.

George Gobel, chairman of the 1957-58 fund raising drive, was cited for a most successful campaign, which raised $255,000 compared to $243,000 for the previous year. RTRA certificates of appreciation were given to others, who helped the organization raise funds for distribution to eight charities from members of the broadcasting, advertising and recording industries. RTRA's one drive a year relieves its members from continuing demands for contributions from individual charities.

Florida Station Men to Discuss Network Hurricane Service Plan

A Florida hurricane warning service connecting every radio and tv station in the state is projected by Florida Assn. of Broadcasters. Details will be developed at the FAB's spring meeting, to be held June 20 at St. Petersburg, according to James L. Howe, WIRA Fort Pierce, association president.

Under the plan, network lines would be taken over throughout the state by the Miami Weather Bureau—12 hours before until 12 hours after a hurricane. The forecast would go on the air regularly with storm warnings. Gordon Dunn, chief forecaster at Miami, called the project "the most progressive step yet taken to alert people in case of hurricane."

Media Play $10 Million Part In Council 'Confidence' Drive

The nation's media contributed more than $10 million worth of time and space to the Advertising Council's anti-recession campaign up to June 1 and the total is expected to reach $40 million by mid-August when the project ends, Robert M. Gray, Esso executive and volunteer coordinator on the drive, has announced.

Mr. Gray termed the campaign "one of the largest public service efforts ever undertaken by the council." The project, formally called "Confidence in a Growing America" began in mid-April [ADVERTISERS & AGENCIES, April 14].

Forty national advertisers, according to Mr. Gray, have offered network tv time on their shows to reach an estimated 878 million viewers during coming weeks. During the first two weeks of May, he added, more than 150 independent radio stations pledged "wholehearted" support for the drive.

Virginia Assn. to Meet June 18

Virginia Assn. of Broadcasters will meet June 18-20 at The Tides Inn, Irvington. The VAB board meets on the opening day, with social events also on the schedule. A business session the morning of June 20 will wind up the meeting. Speakers to be heard June 19 include Charles H. Tower, NAB employer-employe relations manager; C. Wallace Martin, WMSC Columbia, S. C., discussing sales; Robert A. Wilson, of Cargill & Wilson Adv. Agency, Richmond, speaking on programming, and Lt. Gov. A. E. S. Stephens, of Virginia. Carl L. Lindberg, WPIK Alexandria, is president.

CATV NOT ABOVE LAW, COLORADANS ADVISED

- **McKenna cites present law**
- **Walker states NAB's stand**

The FCC can regulate community antenna television systems (CATV) under existing authority and the Constitution itself, James A. McKenna, Washington communications attorney, suggested in a panel talk scheduled Friday at the weekend meeting of Colorado Broadcasters & Telecasters Assn.

Mr. McKenna told the association at its Colorado Springs session that if the FCC has any doubt about its powers to regulate CATV, it should ask Congress to provide the necessary authority.

A. Prose Walker, NAB engineering manager, agreed with Mr. McKenna that uncontrolled development of CATV can offer a threat to the FCC's tv allocations plan. He described CATV as a hazard to survival of small-market tv broadcasting. NAB has taken the position that FCC should assert jurisdiction over applications for common-carrier microwave facilities bringing big-city tv signals to small-town CATV systems, Mr. Walker said, basing this on the effect on the allocations systems and the public interest.

Mr. Walker reviewed broadcast technical developments, including the proposal of Comr. T. A. M. Craven that the vhf-uhf bands be consolidated into a single band of 25 channels between 174 and 324 mc [LEAD STORY, June 2]. He said such an allocation would simplify tv receiver problems. On the international front he discussed the NARBA and U. S.-Mexico agreements and allocations problems to be reviewed in the summer of 1959 at the international telecommunications conference to be held at Geneva, Switzerland.

Mr. McKenna said the question of FCC jurisdiction over community antenna systems hasn't been fully explored. He contended the "supremacy clause" of the Constitution (Article VI) raises the contention that Congress "has occupied the field, leaving no room for parallel state or conflicting state legislation." He cited also the argument that Congress pre-empted the broadcasting field by enacting the communications laws of 1927 and 1934.

"The impact of CATV operations on our television broadcasting is so immediate and direct that in my opinion they should be subject to regulation," Mr. McKenna said, adding this regulation should be federal rather than state.

FCC can regulate CATV through its authority over the tv stations whose signals are carried on CATV, he suggested, contending "the Commission is not required to accept the theory that a broadcaster can be a party to frustrating and perhaps even nullifying the normal expansion of television in other areas by permitting his signal to be used by community antenna systems in areas where local television might otherwise develop and prosper."

Mr. McKenna said FCC can in all probability attach conditions to tv licenses recognizing the property right in the use of their signals and program material, thus requiring licensees to use these rights in a manner that would avoid "frustrating the Commission's over-all objectives." He said the Supreme Court has stated that Congress conferred regulatory powers on the FCC "in a broad and not a niggardly fashion."

Contending the FCC has broad powers to regulate "to a substantial degree many phases of CATV operations," Mr. McKenna added, "If experience shows that those powers are inadequate to insure local live free television stations in small communities, the Commission should at that point seek additional legislation from Congress."

W. D. Rogers Jr., KDUB-AM-TV Lubbock, Texas, told CBTA delegates there is a tendency to over-emphasize the growth of facilities and to under-emphasize "the contribution made by the people."

He justified the position this way, "If a tube is worth $5,000 and it wears out after a given number of hours of service, what is a person worth? What are you worth, as a manager, and can you be replaced? If you cannot be, and if you have not given serious thought to the identity (at least in a philosophical sense) of your replacement, then perhaps you are not fulfilling the most necessary function in television station management today."

Sen. Gordon Allott (R-Colo.), in an address scheduled Saturday, described broadcasters as "the most influential and most powerful set of lungs in Colorado. . . . News and special events comprise the greatest measure of public service for which radio and television receive their basic rights to operate in the first place. The good news editor and news analyst must have a broad background plus a keen knowledge of public affairs."

Television promises a means of upgrading our education system, according to Sen. Allott. Visualizing the tv school of tomorrow, he said televised lessons will originate from remote studios and be carried into classrooms all over the school or the entire city or the state. The top educators will be "everybody's teacher," he said, and help will be given in solving the teaching shortage. "It is no secret that the know-how for research and development will come from commercial television," he said.

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PIRACY — PLAGIARISM
INVASION OF PRIVACY
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Be ready with our unique
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Satisfied Customers pass the word that UTILITY is "Tops in Towers"

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Niagara Falls, N. Y.

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Box 7022
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White House on Week's Agenda For Washington SMPTE Section

The Presidential news conference on television and relationship of motion picture and television arts to dissemination of news from the President's office will be discussed by a group of speakers at a meeting of the Washington section of the Society of Motion Picture & Television Engineers Wednesday at the White House.

An actual Presidential news conference will be screened and subsequently the speakers will discuss various phases of this activity. Lt. Col. George J. McNally, White House Signal Agency, will touch upon the problems concerned in the methods of news dissemination as the art of communication changes; James C. Haggerty, press secretary to the President, will cite difficulties confronting him in his effort to provide the maximum flow of information from the President to the American people; Robert Montgomery, actor-producer and adviser to Mr. Eisenhower on tv activities, will discuss the approaches that have been used to make the President's tv appearances effective; Charles Shutt, Washington bureau manager, Hearst Metrotone News and Telenews, will speak about newsreel coverage of White House events, and Julian Goodman, manager, news and special events for NBC, Washington, will devote his remarks to the problems faced by networks in coverage of Presidential developments.

McLendon Backs Editorializing; Three Win Ky. News Awards

Competent news coverage brings prestige and believability, with listeners feeling more confidence in the radio station and its advertisers, Gordon McLendon, head of the McLendon station group, told Kentucky Broadcasters Assn. at Louisville May 30 [TRADE ASSNS., June 2]. He reminded that the news job must be done by trained personnel, not by disc jockeys.

Mr. McLendon said editorials are powerful weapons, with his stations taking a position "only when there is something to editorialize about" in contrast to newspapers' need to fill the same space every day. "Don't mince words," he advised, advocating one-minute editorials as a general rule.

First annual broadcast news awards of U. of Kentucky and Associated Press went to WHAS-AM-TV Louisville for "distinguished leadership in one of the most significant services of broadcasting, local news coverage and the comprehensive presentation of public issues"; to WVLK Lexington for overall news coverage, and to WSAC Radcliff for coverage of a single story. Presentations were made by Oliver Gramling, AP assistant general manager.

Neb. Broadcasters Elect Slate

New officers were elected at the mid-May meeting of the Nebraska Broadcasters Assn., held in Scottsbluff. They are David W. Young, KSID Sidney, president; Jack Gilbert, KHOL-TV Holdrege, vice president, and Richard W. Chapin, KFOR Lincoln, secretary-treasurer. Radio directors elected were Virgil Sharpe, KOWH Omaha, and Paul Fry, KBON Omaha. Tv directors elected were Owen Saddler, KMTV (TV) Omaha, and A. James Ebel, KOLN-TV Lincoln. Mr. Sharp was named NAB representative.

National Association Formed By Independent Program Heads

Formation of the National Assn. of Independent Program Directors has been announced by Dick Lawrence, WKBW Buffalo, director of programs, promotion and publicity. Until permanent officers can be elected, NAIPD will function under a coordinating board comprising the association's five pioneer members: Chuck Blore, KFWB Hollywood; Russ Syracuse, WNDR Syracuse, N. Y.; Phil Ladd, CHUM Toronto; Charles Simms, KVLC Little Rock, Ark, and Mr. Lawrence.

The board will set policy and pass on applications for membership. Though original membership plans are for just one station per market, all interested parties are invited to contact Mr. Lawrence or any other member of the board.

Wis. UP Group Picks Bernhardt

News Director Gene Bernhardt of WEMP Milwaukee has been elected president of the UP Broadcasters of Wisconsin. Elected to serve with him: Jerry Harper, news director of WMTV (TV) Madison, vice president for television, and Chuck Neinas of WBEV Beaver Dam, vice president for radio. Ray Doherty, Wisconsin UP manager, is executive secretary of the group. Outgoing president is Roger Grimsby, news director of WXIX (TV) Milwaukee. Some 40 delegates at the UPBOW spring meeting in Milwaukee tentatively selected Green Bay as the site of the fall meeting, but no date was set.

Volger Heads Iowa Broadcasters

George Volger, KWPC Muscatine, Iowa, was elected president of the Iowa Broadcasting Assn. at its May 22-23 meeting held in Iowa City. He succeeds Kenneth S. Gordon, KDTH Dubuque. Other officers elected were William White, KFJB Marshalltown, vice president, and Glen Stanley, KBOE Oskaloosa, secretary-treasurer. Elected to the board were Don Sullivan, KVTV (TV) Sioux City; Ernest Sanders, WOC Davenport; Gene Claussen, KXIC Iowa City, and Mr. Gordon.

TvB to Have Sales Committee

Plans for formation of a Television Bureau of Advertising sales advisory committee, to coordinate the bureau's overall sales strategy and check effectiveness of its "research-oriented selling ammunition," have been announced by TvB President Norman E. Cash. Committee members, expected to number 12 to 14, will be chosen from sales heads of TvB member stations and will meet regularly with TvB officials in New York. Mr. Cash said the bureau also plans a series of member sales clinics to introduce TvB's latest selling tools and their application to local sales problems.

EDUCATION

New ETV Network Being Formed

Formation of a New England educational tv network that will have each of the area's six states pooling and exchanging programs is underway. Representatives of the participating states met in Boston for organizational work, according to an announcement last week by Hartford Gunn Jr., WGBH-TV Boston general manager, who issued the invitations. Another meeting is slated for early fall to work out actual network arrangements and make further program plans.

WMCA Head Backs META Drive

WMCA New York put some teeth in its saturation radio spot campaign urging its listeners to come to the financial aid of the ailing Metropolitan Educational Television Assn. [EDUCATION, June 2]. Its president, Nathan Straus, announced May 30 on his regular weekly *Editorial* broadcast that he had sent META a personal check for $5,000. META had announced receipt of a contract from the Educational Television-Radio Center at Ann Arbor, Mich., that will permit operations to continue through the summer months but that it needed many more dollars to regain its health.

WJZM Sends Scholar to College

WJZM Clarksville, Tenn., has awarded a full one-year scholarship to the U. of Tennessee to David Wright, a local high school graduate. WJZM's scholarship winner is selected annually by a committee of businessmen. The young man this year will receive funds for tuition, books, room, board, fees, laundry and spending money. Financial aid is continued in later college years if the student's own efforts are not sufficient.

EDUCATIONAL SHORTS

WCBS-TV New York, will present summer session of *Sunrise Semester,* early-morning educational television program, in association with New York U. Series of 44 half-hour lectures on tragic dramas of Greece and Rome will be offered for degree credit on program. Course, to be offered Monday through Friday (7-7:30 a.m.) from June 16 to Aug. 15, will be known as "Classical Civilization 43" and will be taught by Dr. Lionel Casson, associate professor of classics, NYU's Washington Square College.

U. of Maryland, College Park, reports closed-circuit television facility will be available for student instruction in September.

Council of Churches, National Capital Area, in cooperation with **American U.,** Sept. 18 begins sponsorship of *The Life and Teachings of Jesus,* course in religion over WMAL-TV Washington. High school graduates completing the course will receive two hours of academic credit.

Canadian Survey Shows 3,074,000 Tv Homes

There are 3,074,000 television households in Canada out of a total 4,102,000 households, the Bureau of Broadcast Measurement, Toronto, estimates in its spring population and households study, released last month. The estimates, as of March 1958, show Canada with a population of 16,799,900, not including the population of the Yukon and Northwest Territories, where there are no tv stations or receivers. The survey shows that 75% of the households in Canada's 10 provinces have tv receivers.

By provinces the estimates show Ontario leading with 1,247,000 tv households representing 85% of all households in the province. Quebec follows with 874,400 tv households, 84% of all households; British Columbia is third with 285,300, or 67%; Alberta has 185,300 tv households, 60%; Manitoba 141,600 tv households, 63%; Nova Scotia 119,900 tv households, 72%; Saskatchewan, 111,900 tv households, 47%; New Brunswick 74,700 tv households, 60%; Newfoundland 22,700 tv households, 28%, and Prince Edward Island 11,300 tv households, 49%.

The survey is broken down by counties or census divisions and metropolitan areas. Greatest saturation is in the Montreal metropolitan area, population 1,690,400, with 400,100 tv households, or 94% of all households. The Toronto metropolitan area has a population of 1,433,200 with 331,100 tv households, or 92%.

RFE Airs Bruges College Show

As means of contributing toward "closer cultural and intellectual ties between the western world and satellite East Europe," Radio Free Europe last week started to broadcast a group of special radio courses from College of Europe, Bruges, Belgium, over RFE transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Three 20-minute programs are broadcast weekly covering courses in European civilization, contemporary social science and contemporary political, scientific and cultural activity.

Lapointe Heads French Stations

Rene Lapointe, CKBL-AM-TV Matane, Que., was elected president of the Assn. Canadienne des Radiodiffuseurs et Telediffuseurs de Langue Francaise (French-Language Radio and Television Broadcasters Assn.), succeeding D. A. Gourd, CKRN-AM-TV Rouyn, Que., at the annual meeting held in Montreal. Marcel Leboeuf, CKCV Quebec City, was elected vice president, with Andre Daveluy CKAC Montreal, as secretary-treasurer. Directors elected were: Tom Burham, CKRS-AM-TV Jonquiere, Que.; Maurice Boulianne, CJSO Sorel, Que. and Maurice Dansereau, CHLN Three Rivers, Que.

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Radio-Tv Revenue Up Overseas, New Figures From INS Show

The growth of both television and radio advertising in foreign countries is highlighted in a memorandum circulated by INS to its foreign representatives. (INS has merged with UP since the report.)

In Europe, total advertising in Britain in 1957 was placed at $1.04 billion, up 12.5% from 1956. Television advertising was estimated at $98 million, jumping by 133% over the 1956 volume. Total advertising in Italy in 1957 was fixed at $122.5 million, up 12.5% over 1956, with tv recording $5.3 million as against nothing in 1956, while radio edged up to $10.6 million from $9.3 million in 1956. A total of $714 million was reported for West Germany for all forms of advertising in 1957, with only $2.1 million allocated to tv, a reflection of official government restrictions on tv advertising.

Total advertising in Japan increased by 25% in 1957 to $261 million. Television's share tripled to $16.6 million, although there are only five tv stations and about one million sets in operation. Radio advertising revenues increased 15% over those of 1956. In Australia, tv and radio figures are combined, accounting for 20% of an estimated total of $110 million in 1957.

Venezuela Tries Teaching by Tv

Educational television was launched in Venezuela last week when a two-week demonstration of daily in-school telecasts began in Caracas high schools. Programs feature well-known Venezuelan teachers on biology, chemistry, physics, mathematics and teacher training from 11:15 a.m.-12:15 p.m. every day during the demonstration period. The experimental series is part of a study of the possible use of radio-tv for education in Venezuela. It was initiated by $30,000 grant from the Creole Foundation (Creole Petroleum Corp.) to the Broadcasting Foundation of America, an organization set up to facilitate international program exchange.

Canadian Tv May Debut on ABC

Canadian television dramas may debut on the American Broadcasting Co. tv network next fall, according to H. G. Walker, Canadian Broadcasting Corp. assistant director of Ontario and English networks. An agreement has been reached by CBC and ABC to use CBC one-hour live dramas on the ABC network, providing a reasonable amount of sponsorship can be found for the series in the United States. Both ABC and Showcase Productions are interested in the series, Mr. Walker stated. If plans materialize, it would be the first time that a live Canadian tv series appeared regularly on a U. S. network.

Radio, Tv Have Peace Mission, Communist Broadcasters Declare

Radio and television are "duty bound" to promote peace among the nations of the world, according to an announcement from the 16th session of the General Assembly of the International Broadcasting Organization (OIR), held in Moscow May 12-22. Ralph Steetle, executive director of the Joint Council on Educational Television, attended the Communist bloc meeting as an American observer. Films were shown during the session by JCET.

OIR decided at its meeting to hold an international competition next year for the best musical broadcast entitled "Peace and Friendship." A future contest for the best television film also was mentioned. An appeal to UNESCO to promote a conference of representatives of the existing associations and unions of broadcasting was adopted.

D. I. Chesnokov, OIR chairman, presided over general Assembly and administrative council sessions. Vasily Ivanov of Bulgarian broadcasting was elected chairman of the administrative council for the current year. The Egyptian radio arm of the United Arab Republic was accepted unanimously as a member of the organization.

INTERNATIONAL SHORT

D. A. Grout to Jos. A. Hardy & Co. Ltd., Toronto, Ont., station representative, as radio times sales representative.

WSLS · TV
a subliminal ad
ROANOKE, VA.
we have
WSLS · TV
the largest share
ROANOKE, VA.
of audience
WSLS · TV
by the latest
ROANOKE, VA.
ARB
WSLS · TV
Feb.-Mar. '58
ROANOKE, VA.

M-E's Margot Sherman Named Advertising Woman of Year

Margot Sherman, vice president of McCann-Erickson, New York, was named Advertising Woman of the Year by the Women's council on advertising clubs of the Advertising Federation of America, last week during its convention held in Dallas, Tex.

MISS SHERMAN

The 1958 honor was awarded Miss Sherman for her triple role as vice president, chairman of the creative plans board, and administrative director of the creative division of McCann-Erickson.

In nominating her as their candidate, the Advertising Women of New York said, "To our knowledge, no other woman holds such a high level of responsibility in relation to such an immense volume or variety of advertising."

As chairman of McCann-Erickson's creative plans board, Miss Sherman has helped the agency's clients pioneer and profit in television, now accounting for half of the agency's billings. Creative advertising under her administration won 83 merit awards for M-E in 1947.

Agencies, Stations Receive Chicago Federated Ad Awards

Eight national advertising agencies shared honors for the best radio and tv commercials in the 16th annual advertising awards competition of the Chicago Federated Advertising Club, it has been announced. Eight Chicago stations also took program awards.

Among winners in the radio category were Needham, Louis & Brorby Inc. (for Ac'Cent International Div., International Minerals & Chemicals Corp.), for network commercials and Kenyon & Eckhardt Inc. (Lincoln-Mercury Dealers Assn.) for regional announcements.

In television, Leo Burnett emerged with the best 60-second dramatized commercial (for Philip Morris' Marlboro cigarettes) and 60-second plus live announcement (for Pillsbury Mills), plus an honorable mention for 20-second dramatized spots (for Commonwealth Edison). Other winners:

Radio — 60-second local commercial, W. B. Doner & Co. (for William A. Lewis women's apparel).

Television—dramatized ID commercial, W. B. Doner & Co. (Wisconsin Independent Oil Co.); dramatized 20-second commercial, Young & Rubicam (Northern Paper Mills); dramatized 60-second spots (honorable mentions), Young & Rubicam (Northern Paper Mills) and Foote, Cone & Belding (Kimberly-Clark tissues); straight-sell ID commercial, Needham, Louis & Brorby, with Kling Film Enterprises (Peoples Gas Light & Coke Co.); straight-sell 60-second commercial, North Adv. Inc., with Kling Film Enterprises (Toni Co. Div. of Gillette Co.)., and (honorable mention) Edward H. Weiss & Co. (Sealy Inc.); straight sell, over 60-second commercial, Kenyon & Eckhardt Inc. (Whirlpool Corp.).

Radio-tv commercials and programs constituted one of nine major classifications set aside by CFAC for awards, based on the "best advertising" produced in Chicago between April 1957 and March 31, 1958. They were announced at the CFAC annual awards banquet May 28. Other categories were general consumer magazines, industrial and business magazines, farm publications, newspapers, outdoor and transportation, direct mail and point-of-purchase.

Radio station awards were divided as follows:

WGN—four awards (for local music, agriculture, sports news reporting, and public service) and one honorable mention (disc jockeys); WMAQ—six (local music, special music features, disc jockeys, news (two), news commentary, plus special citation "for generous contribution of time for public service programs of high quality"; WBBM—eight awards (music variety, comedy, audience participation, story-teller, news, sports news reporting [two], religious programs), plus an honorable mention (disc jockeys) and a special citation for time contributions to public service. A special congratulatory award was presented to ABC-WLS Chicago's *Breakfast Club* for its "25 years of continuous activity on the air."

Tv programming awards were presented to:

WGN-TV for children's shows, music and variety, religious programs and special events; WNBQ (TV) for education-documentary, commentary, weather program, quiz and panel; WBBM-TV for news (plus an honorable mention for children's fare, and to WBKB (TV) (honorable mention) for education-documentary.

AWARD SHORTS

Al Kaye of WBZ-TV Boston received Second Annual Tv Newsreel Photographers Award from Magna Film Productions Inc., Boston, for his newsfilm *The Capture*.

WDRC Hartford given award of merit by New England Committee for CARE in recognition of the station's ". . . essential public service function" for CARE.

WWSW Pittsburgh received award from Newspaper Executives Assn. for "outstanding newspaper advertising."

Don G. Mitchell, board chairman and president of Sylvania Electric Products Inc., N. Y., Friday was to receive honorary Doctor of Science degree from U. of Cincinnati.

REV. CLAYTON T. GRISWOLD (left), who served for a decade as executive director of The United Presbyterian Church in the United States of America's radio-tv department, was honored last week at a meeting of the general assembly in Pittsburgh. Presenting Dr. Griswold with a plaque expressing gratitude for service since the department's inception in 1948, are Clair R. McCollough (Steinman Stations), chairman of the department, and Rev. Lawrence W. McMaster (center), who succeeded Dr. Griswold.

FIRST PRIZE WINNER Rena Mayer, of the Campbell-Ewald, New York, timebuying staff accepts her $250 from WINN Louisville, Ky., for identifying the am outlet in that station's "Who Are We?" contest [AWARDS, June 2]. Presenting the check are John Tormey (left), director of radio sales for Avery-Knodel Inc., WINN representative, and Richard M. Stone, A-K salesman.

WLIB New York recipient of citation from Police Athletic League for "outstanding service to PAL. . . ." WLIB donated more than $2,000 in air time to league during "PAL Month."

Dave Campbell, sportscaster, WAPI Birmingham, Ala., cited by National Water Safety Congress for his contribution to water safety through his *Sports Outdoors* show.

Twin Cities Federal Savings & Loan Assn., was awarded North Star Award by Minnesota Centennial committee for its sponsorship of *Minnesota Milestones* over WCCO Minneapolis [PROGRAMS & PROMOTIONS, Jan. 27].

Raymond M. Wilmotte, former Washington consulting engineer and now consulting scientist on staff of W. L. Maxson Corp., N. Y., electronic research and development firm, awarded Doctor of Science degree from Cambridge U., England, for his contribution in field of electronic engineering.

Mal Hansen, farm service director with WOW Omaha, Neb., has been awarded Creighton U. Professional Journalism Achievement Award for "professional achievement and community service in journalism."

Dorothy Looker and **Evelyn Davis,** producers of WTOP-TV Washington's *Ask-It Basket,* have received citation from American Assn. of University Women for teenage science show's "rewarding content and outstanding contribution to science education."

WEJL Scranton, Pa., awarded plaque by Lackawanna United Fund for "outstanding citizenship."

WKRC-TV Puts 20 on Star Train

WKRC-TV Cincinnati ran a "CBS Star Train" to carry 200 viewers from its home area to New York a fortnight ago for three days of tv sight-seeing to promote CBS-TV and WKRC-TV's local programs. For a month preceding the trip the station conducted contests in connection with five programs, each show offering a free trip as first prize each week. In addition, some 180 other viewers paid $87.50 for the round-trip junket, which included a reception at which the Cincinnati tv fans met CBS-TV personalities. En route home the "Star Train" stopped in Washington for five-hour sightseeing tour of the capital.

WEZE Airs Traffic Situations

WEZE Boston last week began operating an aerial traffic spotter service, consisting of ten bulletins per day made directly from an airplane flying over major traffic arteries in the greater Boston area. Service, which began over the Memorial Day weekend, will be used on all summer weekends and will be extended to cover additional day on long holiday weekends.

WMGM Programs Faith Series

WMGM New York today (Monday) began programming a series of short religious messages by clergymen representing all religious faiths during the course of regular daily programming, as a public service. The feature, called "Take A Break" will be integrated a number of times throughout the day and night and will consist of one minute messages of inspirational content by clergymen from the five boroughs—Westchester, Long Island, upstate New York, New Jersey and Connecticut. Raymond Katz, associate director in charge of programming at the station, created the feature with the cooperation of the Protestant Council of the City of New York, the Archdiocese of New York and the New York Board of Rabbis.

WSOU (FM) Picks Safety Tips

Such advice as, "Those who 'rev it up—seldom live it down," was collected in the safe-driving slogan contest recently concluded at WSOU (FM) South Orange, N. J. The two-week contest at the educational station operated by Seton Hall U. closed with judges awarding electric razors donated by Remington Rand. The station forwarded some entries to the National Safety Council for possible use nationally.

Rites for Cardinal Stritch Aired

Chicago radio-tv stations June 3 pooled facilities to cover the funeral of Samuel Cardinal Stritch. WGN-TV originated pickups from along the procession route and in the cathedral. The Rev. John Banahan, radio-tv coordinator of the Chicago Archdiocese, did the narration. It was carried on WBKB (TV), WGN and WCFL. WBBM-TV and WGN-TV aired programs reviewing Cardinal Stritch's life and works.

KJOT TURNS TO PAST

The songs of Gene Austin, the Dorsey brothers, Paul Whiteman, Bix Beiderbecke, John McCormack, the Casa Loma orchestra, Hal Kemp and the voices of Woodrow Wilson, Babe Ruth, Charles Lindbergh, Amos 'n' Andy, Rudy Vallee and Will Rogers entertained listeners of WJOT Lake City, S. C., May 29-30. Business returned to yesteryear in price and merchandise as Lake City went "all out" to celebrate "Old Market Days."

The station announced that programming was exactly as it was in the 20s and 30s and that an old type car was used as a mobile unit to go after events surrounding the return to the past.

Rutgers Offers Radio News Show

The Radio Center at Rutgers U., New Brunswick, N. J., is offering to New Jersey stations a five-minute weekly news program featuring "straight" news stories of activities in the various colleges and branches of Rutgers. *Rutgers Dateline* is designed especially for stations using the "music and news" format to meet the demand of broadcasters for "short items" which can be easily tailored to that programming style.

WCCO Selects Centennial Baby

WCCO Minneapolis honored Minnesota Statehood Day May 11 by giving the title of "WCCO Centennial Baby" to the son of a Bloomington, Minn., couple, born at 3:17 p.m. that day.

The station's desire to name the baby born nearest to the time of day that President Buchanan signed the act officially making Minnesota a state was complicated by the discovery that the exact time was never recorded. Accordingly, the judges put 121 capsules containing the minutes between 2 and 4 p.m. (the hours when President Buchanan usually signed bills) in a baby bottle. The first capsule to be poured out set 3:17 as the lucky minute. The station awarded the baby with a $100 savings bond, a 100-piece layette and 100-day supply of baby foods. The following week the family was escorted to the capitol where Governor Freeman designated the Centennial Baby as the first citizen of the second century of the state.

WCKT-TV Flies Script To Hotel

WCKT-TV Miami used a helicopter to rise above the traffic problem in originating newscasts from the 50th Annual National Governors' Conference at the Americana Hotel, May 19-20.

The 6:30 p.m. news show opened with shots of the helicopter pilot taking the script from news director Gene Strul and followed with the landing at the Americana where newscaster Bill Shadel stood by. Use of the "chopper" permitted the news staff to prepare a complete late-edition and locally-angled program.

Quiet! Safe-Cracker at Work

WRCA-TV New York, in a promotion on behalf of yesterday's (Sunday) *Movie 4* presentation of "Rififi," staged a legal safe-cracking competition in New York. For the entire week preceding the showing, a safe, containing $1,000, was left at 51st St. and Broadway, for passers-by to "take a crack" at the combination. Numerals, not necessarily in proper sequence, were broadcast several times each morning on WRCA's *Pulse* program (Mon.-Fri. 6-10 a.m.).

WCBS Chooses Miss N. Y. Radio

Loretta M. Sharkey, assistant supervisor of talent billing, Ted Bates & Co., New York, was named "Miss New York Radio" last week by a board of judges consisting of WCBS staff's Galen Drake, Bill Hickey, Bill Leonard and Jim Lowe. Month-long contest, sponsored by the station, was held to find the "most attractive female employed at an advertising agency in the New York area." Contest was part of station's National Radio Month celebration. Runners up included Patricia Getz, Reach-McClinton & Co.; Ruth Hennessy, BBDO; Glory Ickes, J. M. Mathes; and Jean Malone, Doyle, Dane, Bernbach.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —
* Occupation Required

Negroes Buy Top Quality Goods, Survey by Rollins Bcstg. Shows

Contrary to popular belief, the American Negro uses top quality products, according to a survey conducted by Rollins Broadcasting Inc.

The 32-page report, representing the preference of 12,828 Negroes in the major markets of New York, Chicago, St. Louis, Indianapolis and Norfolk, covers 114 consumer categories and a total of 3,313 brands.

The survey reveals that 86% of the grocery buying by Negroes is done in supermarkets, reaching a regional high of 91% in the South. Nearly 60% of the Negroes in the U. S. see a movie at least once a month with attendance reaching a peak of 84.4% in the West.

Rollins Broadcasting Inc. stations include WNJR Newark, N. J.; WBEE Chicago; KATZ St. Louis; WRAP Norfolk, Va.; WGEE Indianapolis; WAMS Wilmington, Del.; WJWL Georgetown, Del., and WPTZ-TV Plattsburgh, N. Y.

GWU Examines Health on Tv

George Washington U.'s international affairs program, *The Other Two Billion,* on WRC-TV Washington, has started a 14-week series examining the shape of the world's health. The initial presentation ("The Magic Amulet") traced the history of the world health movement and introduced aspects of later programs which will include the creation of the World Health Organization, modern medical detective methods, disease classifications field study progress and population problems.

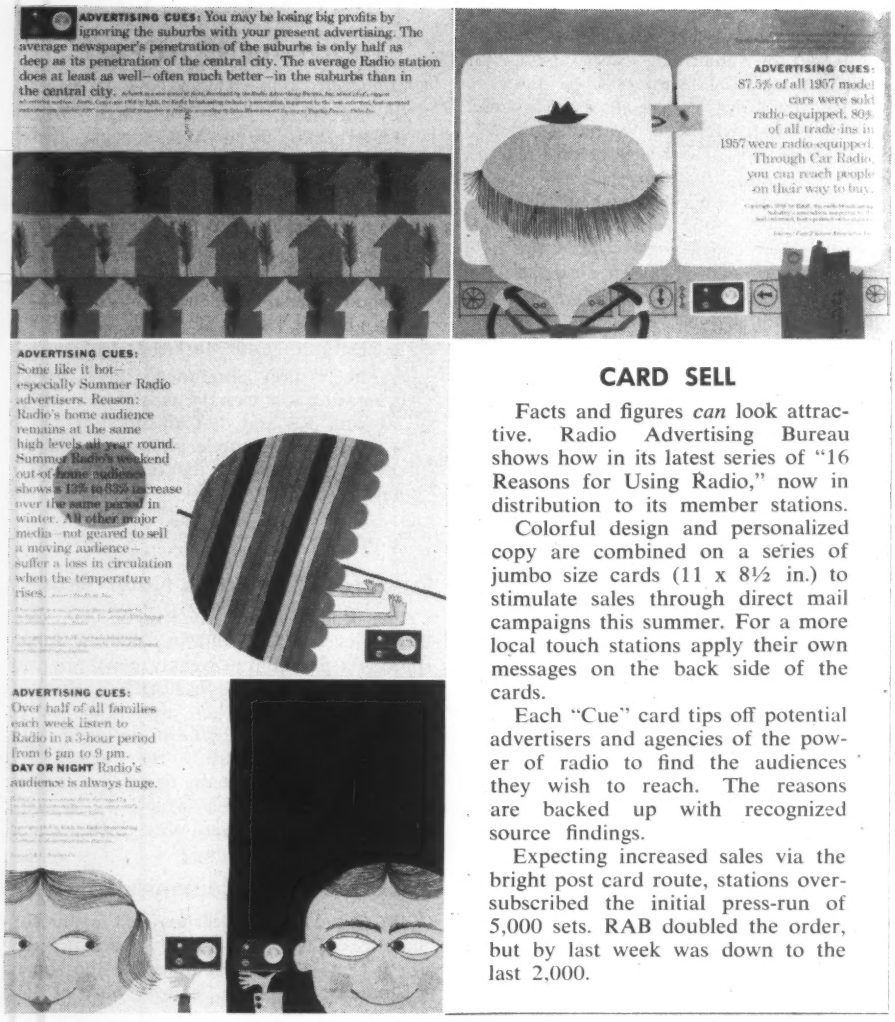
Guests interviewed by producer-moderator Stuart Finley on the series opener were Dr. Murdock Head, GWU Hospital surgeon and author of "World Health Problems in International Law," and Dr. Myron Wegman, Secretary General, Pan American Sanitary Bureau of the World Health Organization. Documentary films accompany interviews on each show.

Old Vic Co. Set for CBS-TV

A 90-minute production of "Hamlet," by England's Old Vic Company, is being planned for presentation by CBS-TV early in 1959 on the *DuPont Show of the Month* series. Broadcast date will be announced.

ABC-TV Finds Food Fair Fine

ABC-TV's *Do You Trust Your Wife* (Mon.-Fri., 3:30-4 p.m.), and the Food Fair stores of the New York metropolitan area, staged a promotion throughout the grocery chain several weeks ago to increase Saturday traffic and sales in Food Fair stores and screen possible contestants for the daily quiz show. A "contestantmobile" was parked in front of Food Fair stores where the program's hostess Cindy Lindt interviewed husbands and wives to evaluate their interest in appearing on the program. The mutual promotion has resulted in increased sales for Food Fair stores and a substantial backlog of husband and wife contestants for the program, according to Don Fedderson, *Do You Trust Your Wife* producer. Previously, Mr. Fedderson said, screening of 500 couples (amount screened in first three weeks of the promotion) was a task requiring several months.


ADVERTISING CUES: You may be losing big profits by ignoring the suburbs with your present advertising. The average newspaper's penetration of the suburbs is only half as deep as its penetration of the central city. The average Radio station does at least as well—often much better—in the suburbs than in the central city.
ADVERTISING CUES: 87.5% of all 1957 model cars were sold radio-equipped. 80% of all trade-ins in 1957 were radio-equipped. Through Car Radio, you can reach people on their way to buy.
ADVERTISING CUES: Some like it hot—especially Summer Radio advertisers. Reason: Radio's home audience remains at the same high levels all year round. Summer Radio's weekend out-of-home audience shows a 13% to 83% increase over the same period in winter. All other major media—not geared to sell a moving audience—suffer a loss in circulation when the temperature rises.
ADVERTISING CUES: Over half of all families each week listen to Radio in a 3-hour period from 6 pm to 9 pm. DAY OR NIGHT Radio's audience is always huge.

CARD SELL

Facts and figures *can* look attractive. Radio Advertising Bureau shows how in its latest series of "16 Reasons for Using Radio," now in distribution to its member stations.

Colorful design and personalized copy are combined on a series of jumbo size cards (11 x 8½ in.) to stimulate sales through direct mail campaigns this summer. For a more local touch stations apply their own messages on the back side of the cards.

Each "Cue" card tips off potential advertisers and agencies of the power of radio to find the audiences they wish to reach. The reasons are backed up with recognized source findings.

Expecting increased sales via the bright post card route, stations oversubscribed the initial press-run of 5,000 sets. RAB doubled the order, but by last week was down to the last 2,000.

KQED (TV) Has 5-Day Auction

KQED (TV) San Francisco last week staged its fourth annual tv auction with more than 500 volunteers working in six Bay Area counties in support of the community-owned educational station.

For five consecutive nights items donated by area merchants were auctioned off to viewers who placed bids by telephone. Top donation was a Rambler station wagon driven directly from the Wisconsin plant of American Motors Corp. to San Francisco and contributed by AMC's zone manager. Last year all brand new products sold for an average of 75% of actual value.

CFRS Keeps Soldiers in Picture

CFRS Simcoe, Ont., produces a weekly one-hour broadcast of local Canadian news, tapes the broadcast and adds to it greetings and news from other stations of the Canadian Assn. of Broadcasters, and sends the entire program to the United Nations Expeditionary Force in the Middle East, where Canadian troops are serving. The program gives Canadian soldiers a look at Canadian news and doings at home, airs music Canadians like, gives sportscasts and other information about life in Canada from week to week.

KRIZ Enters 'Living' Event

KRIZ Phoenix participated for the first time in *Red Book* magazine's celebration of "Easy Living Days" May 12-22, an annual event co-sponsored with the Park Central Shopping Center. "Easy Listening" was promoted on the *Rob Robbins Show* broadcast daily direct from a special glass studio at the Park Central. Models distributed thousands of KRIZ' survey sheets listing top Phoenix tunes to the shoppers and visitors attending the displays.

'Polka' Replaces Welk June 23

ABC-TV will program a new folk music series, *Polka-Go-Round,* in the segment being vacated by *Lawrence Welk's Top Tunes*

and New Talent (Mon. 9:30-10:30 p.m.), starting June 23. The polka show will be a videotape rebroadcast of the program originated by the network's o&o WBKB (TV) Chicago the previous night (Sun., 10-11 p.m. CDT). Similar in format to *It's Polka Time,* carried by the network in past seasons, the upcoming series will feature polka songs and dances with Bob Lewandowski, Chicago radio personality, as m.c.

WNDU-TV Offers Film to USIA

WNDU-TV South Bend, Ind., is supplying to the U. S. Information Agency for use in Europe its film coverage of Austrian Chancellor Julius Raab's visit to the U. of Notre Dame, May 22. The seven-minute film includes the chancellor's acceptance of an honorary degree of Doctor of Laws from the Rev. Theodore M. Hesburgh, C.S.C., university president.

Burns & Allen to Re-run Daily

WCBS-TV New York has purchased 240 half-hour episodes of *The George Burns and Gracie Allen Show* from Screen Gems Inc., New York, and will carry the programs on a Monday-through-Saturday basis, 5-5:30 p.m., starting Sept. 15. The films are re-runs of the program presented over CBS-TV for the past several years.

St. Louis Opera Again for CBS

A weekly series of operetta and musical comedy titled *Summer in St. Louis,* has returned on Saturdays to CBS Radio for its eighth season. The program, containing excerpts chosen from the summer season presentation of the Municipal Opera in St. Louis, will be heard 7:30-8 p.m. EDT.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

JAMES N. COOKE, v.p., Sterling Drug Inc., N. Y., last week was named president of National Brands Div., and **STANLEY I. CLARK,** also Sterling v.p., was appointed executive v.p. of division. Mr. Cooke has been in charge of marketing and sales promotion for company since 1955; Mr. Clark has been senior v.p. of National Brands Div. since its formation two years ago.

WILLIAM G. OHME, formerly director of marketing, Harold F. Ritchie, Inc., New Jersey, appointed v.p. of marketing and member of board of directors.

MR. AIELLO

VINCENT F. AIELLO, executive v.p., Kudner Agency, to MacManus, John & Adams, N. Y., as senior v.p. and director of creative planning, confirming earlier reports of new association [ADVERTISERS & AGENCIES, June 2].

JAMES J. TENNYSON, copy group head, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected v.p.

JOHN SCHOEFFLER, G. M. Basford Co., N. Y., to Donahue & Coe, same city, as corporate and industrial division account executive.

HELEN NICKERSON, assistant account executive, William H. Weintraub Inc., N. Y. (now Norman, Craig & Kummel), to Art Blum (public relations-advertising), S. F.

JAMES C. ARMSTRONG, formerly with N. W. Ayer & Son Inc., S. F., to Young & Rubicam Inc., L. A., as account executive.

CHARLES J. SNELL, creative group copy chief, Ross Roy Inc., Detroit, named account executive.

WILLIAM G. KING, acting advertising manager, White King Soap Co., L. A., named advertising manager.

JOHN ROCKWELL, v.p. for Doherty, Clifford, Steers & Shenfield, N. Y., named administrative assistant to president. He continues as Pharmaco Inc. account supervisor.

RICHARD E. GOEBEL, management consultant, Garfield Adv. Inc., S. F., to Compton Adv. Inc., S. F., as administrative assistant.

BARBARA REINKER, formerly women's director, WJW Cleveland, Ohio, to Wellman-Buschman Co. there as director of radio-tv activities.

WALTER K. RHOADS, to Henry Quednau Inc., Tampa, Fla., as radio-tv director.

EDWARD T. SULLIVAN, formerly with Al Paul Lefton Co., joins James Thomas Chirurg Co., Boston, as radio-tv director. He will service clients for both Boston and N. Y. offices.

ERNEST H. CLAY, research director, American Research Bureau, Beltsville, Md., named development and research director.

ADDISON YEAMAN, formerly with Ryan Aeronautical Co., San Diego, and previously with BBDO in S. F. and N. Y., to Grant Advertising, L. A., as media director. He succeeds **LOIS GREEN,** who resigned to get married.

LOY R. LEE, merchandising director, Earle Ludgin & Co., Chicago, to Henderson Adv. Inc., Greenville, S. C., in similar capacity.

GREG SHERRY, v.p., account executive, Grant Adv., Dallas, promoted to account supervisor for Dr. Pepper Co. and Comet Rice Mills and is being transferred to agency's Chicago office. **JOE K. HUGHES,** will assume direct responsibility for administration and supervision of account in Dallas as account executive.

AL PLAUT, advertising-sales promotion manager, Dorothy Gray Div., Lehn & Fink, N. Y., to Joseph Katz Co., drug and toiletries division, N. Y. and Baltimore, as account supervisor.

MARIE O'MEARA, radio-tv timebuyer, Fitzgerald Adv. Inc., New Orleans, to Whitlock, Swigart & Evans Inc., there as radio-tv timebuying department head.

JACK MARSON, former chain store specialist, S. C. Johnson & Sons Inc., (Household & Gardening Products Div.), Racine, Wis., to Geyer Adv., N. Y., as marketing executive on Boyle-Midway Div., American Home Products Corp.

ARTHUR LIPTON, formerly commercial copy chief, WQXR New York, to William Warren, Jackson & Delaney, N. Y., as radio-tv copy chief.

RALPH E. KELLER JR., formerly with Outdoor Adv. Inc., to Zimmer, Keller & Calvert Inc., Detroit, market research department.

EDWARD J. MILLER, formerly with traffic department, Ogilvy, Benson & Mather, and before that with Ted Bates, appointed to traffic-production at Calkins & Holden, N. Y.

ROGER BACCIGALUPPI has transferred from S. F. office of Honig-Cooper & Miner to agency's field service department in L. A.

LINTON H. BALDWIN, formerly with Young & Rubicam, Hollywood, appointed to copy department of N. W. Ayer & Son, Phila. Other new members of Ayer's copy staff are **JUDITH C. TERRY,** previously with J. Walter Thompson Co., N. Y., and **BUDD F. WHITE,** formerly creative director for tv and radio for Burke Dowling Adams, N. Y.

JUNE M. HILFERTY, MARGARET A. HOLT and **SALLY J. KRUEGER** have joined copy department of N. W. Ayer & Son, Phila. Miss Hilferty formerly was with Triangle Publications, Phila.; Miss Holt with Grey Adv., N. Y., and Miss Krueger with Macy's, N. Y.

WILLIAM F. TREADWELL, v.p. of public relations, Leo Burnett Co., Chicago and N. Y., will represent U. S. at first World Congress of Public Relations at Brussels, June 21-28. Mr. Treadwell will relay messages to world congress delegates from President Eisenhower, Vice President Nixon and other top government officials.

FILM

JOSEPH GEORGE FISHER JR., formerly midwestern sales manager, National Telefilm Assoc., appointed midwestern sales representative, Victory Program Sales, division of California National Productions.

NICHOLAS BJORN, formerly with the sales staff of Authenticolor Labs. Inc., N. Y., appointed account executive with Telestar Films Inc., N. Y., tv film distributor.

CHRIS ISHII creative director, UPA Pictures Inc., N. Y., has resigned to join Pelican Films, N. Y., on June 30 as designer-director. Mr. Ishii designed number of tv commercials, among them, Piel Bros.' Bert & Harry on behalf of Young & Rubicam.

LARRY JOHNSON, formerly with United World Films, N. Y., appointed creative director of Lloyd Pearson Assoc., N. Y., tv film production and consulting firm.

JOHN ROBINSON, writer, Four Star's *Trackdown* series, to Malcolm Productions as producer of *Wanted, Dead or Alive,* joint venture between Four Star and Malcolm.

GENE DEITCH, executive producer at CBS-Terrytoons, to consulting art director, Robert Davis Productions Inc., inventors of "Mobilux" tv method.

LP's LP's LP's LP's LP's LP's LP's

MR. STATION OWNER:

Here is our answer to your problem,

WHERE TO PUT LP's

FOR LP's

Model GS4812 Shown

Model GS2412 - 24" wide - $69.50

Model GS3612 - 36" wide - $84.50

Model GS4812 - 48" wide - $99.50

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GRINNAN FIXTURE CO.

MINERVA, OHIO

DOROTHY HECHTLINGER, story editor for CBS-TV's *Climax!*, to Desilu Productions Inc., in similar capacity.

HERMAN RUSH, president of Flamingo Telefilm Sales Inc., N. Y., elected president of Parents With A Purpose Inc., non-profit agency established to help parents of mentally retarded children.

HENRY E. KNAUP, formerly with commercial production department of Young & Rubicam, N. Y., to Pintoff Productions, N. Y., as promotion and sales representative.

STATIONS

JOHN D. PRUITT, president-general manager, Virginia-Carolina Broadcasting Corp. (WDVA Danville, Va.), named chairman of board of directors. **EMERSON J. PRYOR,** v.p.-general manager, WDVA, succeeds him.

MR. SHERMAN

MAX SHERMAN, account executive, WWDC Washington, promoted to local sales manager. Mr. Sherman has been with WWDC as account executive since 1947.

HERBERT M. ROSS to KELE (FM) Phoenix, Ariz., as general manager.

HARV MORGAN, program manager, WHMS Charleston, W. Va., to WMNI Columbus, Ohio, as program manager.

MR. KLEIN

ROBERT A. KLEIN, general manager and secretary, WDAS Philadelphia, for past seven years, named executive v.p. in charge of operations.

NORMAN P. BAGWELL, business manager, WTVT (TV) Tampa, Fla., to WKY-AM-TV Oklahoma City, Okla., as manager succeeding **RAYMOND W. WELPOTT** who resigns to join NBC. **JIM TERRELL,** commercial manager, WKY-TV, and **JOHN MOLER,** director of radio operations, WKY, named assistant station managers [STATIONS, May 26].

MR. BAGWELL

MR. TERRELL

MR. MOLER

TED HAAS, formerly with KOA Denver, Colo., and **GLENN BELL,** formerly with KGMC Englewood, Colo., to KUDY Denver as commercial manager and program director, respectively.

CLYDE W. JOHNSON, program director, and **RICHARD E. DAUGHERTY,** salesman, WFIN, Findlay, Ohio, named station manager and sales manager, respectively.

HARRY WHITTEMORE. chief engineer, WNAC-TV Boston, to RKO Teleradio headquarters staff as engineering manager. **HERBERT MAYES,** formerly assistant controller of RKO Teleradio, named controller for work division of company.

C. R. WATTS, formerly with WFMY-TV Greensboro, N. C., to KROD-TV El Paso, Tex., as assistant general manager.

DAVID H. POLINGER, account executive, ABC-TV, to WNTA-AM-FM Newark, N. J., as sales manager.

ROGER O'CONNOR, account executive, ABC New York, to WCAE Pittsburgh as sales manager, succeeding **ALAN W. TRENCH,** who joins WTAE (TV) Pittsburgh in similar capacity.

IRA LAUFER, general manager, KFOX Long Beach, Calif., to KLAC Los Angeles as account executive.

JIM BATH to KALB Alexandria, La., as station director, succeeding **JIM GAINES** who takes over duties of sports director-announcer.

CHARLES ASHLEY, formerly news director, WEEI Boston, and CBS correspondent, to WSUN-AM-TV St. Petersburg, Fla., as news director.

WILLIAM CODDING, studio supervisor, WSUN-TV, named chief engineer for WSUN-AM-TV, succeeding late **LOUIS J. LINK. CARL SHIRLEY,** studio engineer, WSUN-TV, succeeds Mr. Codding as studio supervisor. **WARREN (BILL) PAGE,** formerly field campaign director, American Heart Assn., joins WSUN sales staff.

ROBERT EDWARDS, disc jockey-announcer, WFIN Findlay, Ohio, to WCSI Columbus, Ind., as program director.

DICK LAWRENCE, WBNY Buffalo, N. Y., joins WKBW Buffalo as director of programs, promotion and publicity.

PERRY ALLEN, disc jockey, KTLN Denver, Colo., to WKBW Buffalo, N. Y., as assistant program director. Mr. Allen will have d.j. duties in future.

BOB DREWS, formerly with KOIL Omaha, joins WAMP Pittsburgh as morning man.

BILL CALDER to KSJO San Jose, Calif., as disc jockey.

REX ROVANG, program director, KWYR Winner, S. D., to KLO Ogden, Utah, as disc jockey.

BOB (COFFEEHEAD) LARSEN, disc jockey, WEMP Milwaukee, resigns to do programming and tv work.

DICK HAYNES, disc jockey, joins KXLA Pasadena, Calif., as personality.

PHIL SMITH, student at DePauw U., to continuity department of WLWI (TV) Indianapolis, succeeding **BOB BARRETT,** resigned to join advertising department of Hook Drug Co., same city.

GEORGE CARSON PUTNAM of KTTV (TV) Los Angeles signed by producer Walter Wanger to portray himself in Figaro Inc.-United Artist Theatrical film, "I Want to Live!"

HENRY P. JOHNSTON, president-general manager, WAPI-WABT (TV) Birmingham, Ala., until his resignation in 1957, appointed to Jefferson County (Ala.) Personnel Board.

GENE WILKEY, general manager, KMOX-TV St. Louis, Mo., elected to board of directors, Better Business Bureau of St. Louis.

THEODORE PEIXOTTO, 49, maintenance supervisor, KSFO San Francisco, died May 26 following heart attack.

NETWORKS

BERNARD S. KRAUSE, business manager of tv-radio department, Cunningham & Walsh, N. Y., for past three years, joins CBS-TV's business affairs department in N. Y.

MORT RUBENSTEIN, CBS-TV art staff, appointed art director and **MARVIN FUCHS,** assistant production manager for advertising and sales promotion department, named production manager.

ANDREW ROSS, formerly art director, American Broadcasting Co., N. Y., appointed art director, sales planning, NBC-TV network sales.

ZARO CALABRESE, formerly art director, WABC-TV New York, appointed art director of ABC-TV.

E. D. LESHIN, film production manager, CBS-TV, named production aide to **NORMAN MACDONNELL,** producer of network's *Gunsmoke* series.

NORMAN FELTON, alternate producer of CBS-TV's *Studio One in Hollywood*, named executive producer in charge of several live and film programs for network.

P. A. (BUDDY) SUGG, NBC v. p. for owned stations and NBC Spot Sales named to represent that network on Television Bureau of Advertising Board of Directors.

HERBERT BRAVERMAN, 42, for several years associate producer for NBC-TV in Hollywood, died following heart attack June 2.

FRANK C. BURT, 38, writer for *Dragnet*, *Four-Star Theatre* and *Restless Gun* tv series, died May 31 following heart attack.

AINSLEE PRYOR, 37, died May 27 in L. A. of brain cancer. Mr. Pryor was in NBC-TV's *Hiram Holliday* series.

MANUFACTURING

A. B. McCLOSKEY, formerly v.p. in charge of general area sales, Westinghouse Electric International Co., N. Y., appointed v.p. of marketing. **R. L. JEANS,** formerly v.p. in charge of general apparatus sales for company, to v.p. of products. Both will report to **J. DE CUBAS,** executive v.p.

FANK W. WALKER promoted from Hollywood office, regional manager to v.p.-government sales manager of Motorola Communications & Electronics Inc., wholly-owned sales subsidiary of Motorola Inc., with offices in Washington, D. C.

MR. KAPLAN

SAM KAPLAN, v.p.-treasurer, Zenith Radio Corp., elected member of corporation's board of directors. Mr. Kaplan joined Zenith in 1923.

J. E. BROWN, assistant v.p. and chief engineer, Zenith, named v.p. in charge of engineering, succeeding late **GILBERT E. GUSTAFSON.** Mr. Brown joined Zenith in 1937.

MR. BROWN

RICHARD J. STAFFORD, Home Electronics Div., Sylvania Electric Products Inc., sales administrator, adds sales orders and marketing statistics to post. **CHARLES L. HUBBARD,** product planning coordinator to product planning manager and **JOHN E. LAU,** sales promotion manager to sales manager of radio and high fidelity.

WILLIAM E. KRESS, mid-west marketing manager, Philco Corp., Phila., resigns to move to southwest.

IRWIN GOLDMAN, formerly manager of technical planning, Sylvania Research Labs, N. Y., named associate director of chemistry and metallurgy research. **DR. R. G. HUTTER,** formerly manager of Physics Lab., appointed associate director of physics research.

CRAIG HOWRY, general manager, San Diego Employer's Assn., San Diego, Calif., to Kin Tel there as director of industrial relations.

PROGRAM SERVICES

BOB KLEIN, formerly account executive, Compton Adv., L.A., to Freburg Ltd., there, as general manager.

HARRY TRIMBORN, manager, INS, New Orleans, named manager of UPI there.

ALFRED V. CALI, formerly advertising representative for *Long Island* (N. Y.) *Press*, named to sales staff of S. J. Reiner Co., Mineola, N. Y., merchandising consultant to advertisers, agencies and radio-tv stations on national and regional contests.

TRADE ASSNS.

ROBERT F. LEWINE, NBC v. p., tv network programs, elected president of N. Y. chapter of Academy of Television Arts & Sciences for 1958-59. He succeeds **MARK GOODSON,** partner in Goodson-Todman Productions, N. Y. Other officers elected: **HUBBELL ROBINSON JR.,** CBS executive v. p., network programs, 1st v. p.; **WALTER CRONKITE,** CBS news correspondent, 2d v. p.; **ROYAL E. BLAKEMAN,** attorney and tv producer, secretary; **HENRY WHITE,** director of program procurement, Screen Gems, Inc., treasurer, and **ROBERT M. CARR,** television and theatre accountant, assistant treasurer.

GARRY MOORE, radio-tv network personality, appointed national chairman for 1959 Easter Seal campaign by National Society for Crippled Children & Adults.

PAT O'REILLY, radio-tv news director, ABC western division, elected to president, Radio & Tv News Club of Southern California, succeeding **JOSEPH MICCICHE.**

LUCILLE LIETS, co-partner, Liets Advertising Illustration, Hollywood, named executive secretary, Hollywood Advertising Club.

Station Authorizations, Applications

As Compiled by BROADCASTING

May 28 through June 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Bakersfield, Calif.—Valley-Desert Bcstrs. Inc., ch. 39 (620-626 mc); 213 kw vis., 116 kw aur.; ant. height above average terrain 638 ft., above ground 515 ft. Estimated construction cost $343,664, first year operating cost $300,000, revenue $330,000. P. O. address Box 3068, Bakersfield. Studio location 101 Union Ave. Trans. location 3 miles N. of Oildale. Geographic coordinates 35° 27′ 41″ N. Lat., 119° 00′ 47″ W. Long. Trans.-ant. RCA. Legal counsel Joseph Zias, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. **D. S. Stricklen,** sole owner, is in sales and service and rental of trucks and automobiles, etc. Announced June 4.

Terre Haute, Ind.—Livesay Bcstg. Co. Inc., ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 935 ft. Estimated construction cost $401,450, first year operating cost $600,000, revenue $750,000. P. O. address Box 322, Mattoon, Ill. Studio location Terre Haute. Trans. location Kansas, Ill. Geographic coordinates 39° 30′ 08″ N. Lat., 87° 52′ 55″ W. Long. Trans. GE, ant. Alford. Legal counsel Ben Cottone, Washington. Consulting engineer J. R. Livesay, Mattoon. Principal stockholder is **Mattoon Bcstg. Co.** (50.63%) which is licensee of **WLBH Mattoon.** Announced June 4.

Yakima, Wash.—John Powell, ch. 23 (524-530 mc); ERP 21 kw vis., 10.5 kw aur.; ant. height above average terrain 957.6 ft., above ground 151 ft. Estimated construction cost $63,000. P. O. address 2108 Mac Laren, Yakima. Studio location Yakima (street undetermined). Trans. location Ahtanum Ridge, S. of Yakima. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Trans. RCA, ant. GE. Consulting engineer Harold Singleton, Portland, Ore. Mr. Powell, sole owner, is **KIMA-TV Yakima** production manager. Announced May 28.

Translators

ACTION BY FCC

California Oregon Television Inc., Grants Pass, Ore.—Granted cps for two new tv translator stations—one on ch. 72 to translate programs of **KBES-TV** (ch. 5) **Medford,** and other on ch. 74 to translate programs of **KOTI-TV** (ch. 2) **Klamath Falls,** both of which it is licensee. Announced May 29.

CALL LETTERS ASSIGNED

K73AJ Peach Spring, Ariz.—Mohave County Board of Supervisors.

K75AJ Seaside, Ore.—Seaside Video Club.

K72AQ, K77AJ and **K83AF Delta, Utah.—Millard County.**

K70BD, K74AO and **K80AN Fillmore, Utah—Millard County.**

New Am Stations

ACTIONS BY FCC

Elba, Ala.—Howard Parrish Jr.—Granted 1350 kc, 1 kw D. P. O. address Rt. 2, Ozark, Ala. Estimated construction cost $13,388, first year operating cost $18,000, revenue $21,000. Mr. Parrish, general manager. **WOZK Ozark,** will be sole owner. Announced May 29.

Flagstaff, Ariz.— Eldred O. Smith — Granted 1290 kc, 1 kw D. P. O. address 3701 E. Pasadena, Phoenix, Ariz. Estimated construction cost $13,045, first year operating cost $32,000, nevenue $47,000. Mr. Smith, furniture dealer and ⅓ owner of **KHEY El Paso, Tex.,** will be sole owner. Announced May 29.

Weed, Calif.—C. E. Wilson and **P. D. Jackson** d/b as **Independent Bcstrs.**—Granted 800 kc, 1 kw D. P. O. address % Mr. Wilson, Box 1109, Medford, Ore. Estimated construction cost $28,588, first year operating cost $42,000, revenue $50,000. Principals are equal partners in **KBOY Medford, Ore.,** and **KLAD Klamath Falls, Ore.** Announced May 28.

Blakely, Ga.—Radio Blakely—Granted 1260 kc, 1 kw D. P. O. address Blakely. Estimated construction cost $17,497, first year operating cost $25,000, revenue $30,000. **W. C. Woodall Jr.** (75%), 50% **WDWD Dawson,** 40% **WMGE Madison,** 33.3% **WIMO Winder,** 25% **WGRA Cairo,** 16.6% **WFPM Fort Valley,** all **Georgia,** and 37.5% **WGWS Greenwood, S. C.,** and **H. A. Felder** (25%), auto, furniture and hardware dealer, will be owners. Announced June 4.

Maquoketa, Iowa—Nathan L. Goetz, Robert Goetz and **Merlin J. Meythaler** d/b as **Jackson County Bcstg. Co.**—Granted 1320 kc, 500 w D. P. O. address Box 358 Monroe, Wis. Estimated construction cost $22,337, first year operating cost $40,000, revenue $48,000. Goetzes have theatre, ice cream store, furniture store and rental interests. Mr. Meythaler is accountant. Announced May 28.

Baldwinsville, N. Y.—Century Radio Corp.—Granted 1050 kc, 250 w D. P. O. address 35 Oswega St., Baldwinsville, N. Y. Estimated construction cost $16,651, first year operating cost $36,000, revenue $42,000. Owners are **Robert L. Stockdale** (75%) and **Donald C. Menapace** (25%). Mr. Stockdale is in advertising and public relations. Mr. Menapace is in real estate, insurance and construction. Announced June 4.

Charlotte, N. C.—Queen City Bcstg. Co.—Granted 1310 kc, 1 kw D. P. O. address 1749 Sterling Rd., Charlotte. Estimated construction cost $18,288, first year operating cost $35,000, revenue $42,000. Principal owner **T. C. Wood Jr.** (58.33%) owns two-way communications service and parts company. Announced May 29.

Grafton, N. D.—KGPC Co.—Granted 1340 kc, 250 w unl. P. O. address Box 471, Grafton. Estimated construction cost $13,914, first year operating cost $45,000, revenue $55,000. Largest single

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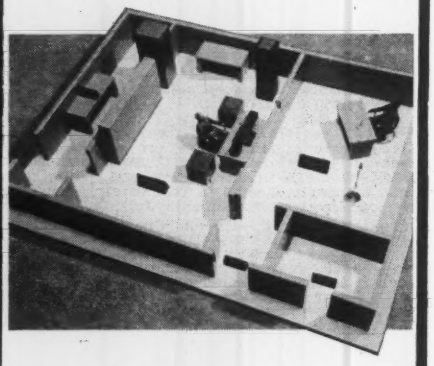

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stockholder is farmer-tavern owner **Theodore Mattson** (12.5%). Announced May 29.

Bellefonte, Pa.—Bellefonte Bcstg. Co.—Granted 1330 kc, 500 w D. P. O. address WTRN Tyrone, Pa. Estimated construction cost $10,325, first year operating cost $30,000, revenue $36,000. **Cary H. Simpson** (50% **WKBI St. Mary's**, 48% **WFRM Coudersport** and **WNBT Wellsboro**, 89% **WMPT** South Williamsport and **WPXY Punxsutawney**, 100% **WTRN Tyrone**, 3.3% **WKMC Roaring Spring**, all Pennsylvania) will be sole owner. Announced May 29.

APPLICATIONS

Paris, Ark.—Logan County Bcstg. Co., 1460 kc, 500 w D. P. O. address 434 W. 2nd St., Corning, Ark. Estimated construction cost $11,300, first year operating cost $24,000, revenue $30,000. Equal partners **Eulis** and **Bob Cochran** are in retail merchandising. Announced May 28.

Carmichael, Calif.—Radio Carmichael, 1430 kc, 1 kw D. P. O. address 605 N. Sunnyslope Ave., Pasadena. Estimated construction cost $59,364, first year operating cost $125,000, revenue $150,000. Principal stockholder **Joseph Gamble** (75%) owns **KJOY Stockton** and **KWIP Mereced**, both **California**. Announced May 28.

Goleta, Calif.—Goleta Bcstg. Assoc., 1290 kc, 500 w D. P. O. address % T. J. Davis, 600 Calif. St., San Francisco. Estimated construction cost $25,700, first year operating cost $35,000, revenue $44,000. Equal partners are **Thomas Davis Jr.**, v.p., **Kern County Land Co.**, and **Robert Sherman**, who is concentrating on developing new radio stations. Announced June 3.

Boise, Idaho—Boise Bcstg. Assoc., 790 kc, 1 kw D. P. O. address Box 8, Menlo Park, Calif. Estimated construction cost $27,218, first year operating cost $37,000, revenue $45,000. Owners are realtor **Carl Hansen** and his wife. Announced June 4.

Independence, Iowa—Plains Bcstg. Corp., 1220 kc, 250 w D. P. O. address 107 E. Green Bay St., Shawano, Wis. Estimated construction cost $25,000, first year operating cost $45,000, revenue $48,000. One-fourth owners: **H. Darrel Shanklin**, supervisor-engineer, **KCRG Cedar Rapids, Iowa**; **Ray Gruetzmacher**, salesman-manager and **Sherwood Lorenz**, salesman-announcer, both with **WTCH Shawano, Wis.**, and **Jeanne Donald**, owner of WTCH. Announced May 29.

Brunswick, Md.—George Fishman, 1410 kc, 1 kw D. P. O. address 332 S. 19th St., Philadelphia. Estimated construction cost $19,560, first year operating cost $38,000, revenue $48,000. **Mr. Fishman**, sole owner, is in public relations and construction financing. Announced May 29.

Toledo, Ohio—WPNO Bcstg. Co., 920 kc, 1 kw-5 kw LS, unl. P. O. address Box 105, Bowling Green, Ohio. Estimated construction cost $57,019, first year operating cost $73,000, revenue $105,000. **Howard Ward**, sole owner, also owns **WTLG Bowling Green**. Announced June 4.

Rapid City, S. D.—Black Hills Radio Inc., 920 kc, 1 kw D. P. O. address 3640 West St. Patrick St., Rapid City. Estimated construction cost $21,751, first year operating cost $40,000, revenue $55,000. Owners are **Arthur Jones** (29%), **Charles Lien** (22%) and others. Mr. Jones is **KOTA-AM-TV Rapid City** announcer-promotion director. Mr. Lien is in gravel and crushed rock. Announced June 3.

Carthage, Tenn.—Carthage Bcstg. Co. Inc., 1350 kc, 500 w D. P. O. address % Bill Parsons. Estimated construction cost $31,200, first year operating cost $31,200, revenue $41,000. Principal stockholder, **Bill Parsons** (52%) is part owner of Livingston Motor Co. Announced June 4.

Eau Claire, Wis.—S. M. Supply Co., 1550 kc, 5 kw D. P. O. address 413-15 Galloway St., Eau Claire. Estimated construction cost $25,550, first year operating cost $120,000, revenue $140,000. **F. B. Clements & Co.** (100%) also owns and operates **KYSM-AM-FM Mankato, Minn.** Announced June 2.

Existing Am Stations

ACTIONS BY FCC

KWSD Mount Shasta, Calif.—Granted change of facilities from 1340 kc, 250 w unl., to 620 kc, 1 kw D; engineering condition. Announced May 29.

KPTL Carson City, Nev.—Granted change of facilities from 1400 kc, 250 w unl., to 1300 kc, 500 w, 5 kw LS, DA-N; engineering conditions. Announced May 29.

WMSR Manchester, Tenn.—Granted change of frequency from 1580 kc to 1320 kc, continuing operation with 1 kw D; remote control permitted. Announced May 29.

APPLICATIONS

KPER Gilroy, Calif.—Cp to increase power from 500 w to 1 kw and install new trans. Announced June 4.

WIOU Kokomo, Ind.—Cp to increase daytime power from 1 kw to 5 kw, make changes in daytime directional ant. pattern and install new trans. Announced May 29.

WTLG Bowling Green, Ohio—Mod. of cp to change ant.-trans. and studio location to Bates Rd., North of Ford Rd., Perrysburg Township, Ohio and change station location to Perrysburg, Ohio. Announced June 4.

WTOD Toledo, Ohio—Cp to increase power from 1 kw to 5 kw, install directional ant. daytime and new trans., and make changes in ground system. Announced May 29.

KLOO Corvallis, Ore.—Cp to change frequency from 1340 kc to 1350 kc; increase power from 250 w to 1 kw, change hours of operation from unl. to daytime and install new trans. Announced June 4.

KWWJ Portland, Ore.—Cp to increase daytime power from 10 kw to 50 kw; change ant.-trans. and studio location; make changes in daytime directional ant. pattern, changes in ground system and install new trans. Announced June 4.

WRIO Rio Piedras, P. R.—Cp to change frequency from 1320 kc to 1150 kc. Announced June 2.

WIVI Christiansted, V. I.—Cp to change frequency from 1040 kc to 970 kc; increase power from 250 w to 1 kw; install new ant. system, make changes in ground system and install new trans. Announced June 3.

New Fm Stations

ACTIONS BY FCC

Ventura, Calif.—Coast Ventura Co.—Granted 100.7 mc, 12 kw unl. P. O. address 405 Central Tower Bldg., 703 Market St., San Francisco. Estimated construction cost $20,073, first year operating cost $18,000, revenue $25,000. Principals include **Carroll R. Hauser** (45.3%), **John P. Hearne** and wife (20.9%) and others. Mr. Hauser owns **KHUM-AM-TV Eureka, Calif.** Mr. Hearne owns 33.33% of **KAFY Bakersfield, Calif.**, 5% of **KUAM-AM-TV Agana, Guam**, and minority interest in **KCOK Tulare, Calif.** Announced May 29.

Ventura-Oxnard, Calif.—Tri-Counties Public Service Inc.—Granted 95.1 mc, 24 kw. P. O. address Box 1411, Ventura. Estimated construction cost $26,200, first year operating cost $25,000, revenue $25,000. Owners are **Virginia Wallace** (50%), **William Rea Jr.** (20%) and others. Mrs. Wallace is married to manager of **KUDU Ventura-Oxnard**. Mr. Rea owns 20% of **CHEK-TV Victoria, B. C.** Announced May 29.

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through April 30

	AM	FM	TV
LICENSED (all on air)	3,196	521	415[1]
CPs ON AIR (new stations)	43	19	96[2]
CPs NOT ON AIR (new stations)	82	80	106
TOTAL AUTHORIZED STATIONS	3,321	620	661
APPLICATIONS FOR NEW STATIONS (not in hearing)	430	46	74
APPLICATIONS FOR NEW STATIONS (in hearing)	107	14	54
TOTAL APPLICATIONS FOR NEW STATIONS	537	60	128
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	252	22	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	34	0	14
TOTAL APPLICATIONS FOR MAJOR CHANGES	286	22	55
LICENSES DELETED	0	2	0
CPs DELETED	1	1	3

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through June 4

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,196	51	96	551
FM	521	21	90	62
TV (Commercial)	415[1]	96[2]	108	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 4

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Oklahoma City, Okla.—Musicord Inc.—Granted 92.3 mc, 6.6 kw. P. O. address 117 N.W. 23rd St., Oklahoma City. Estimated construction cost $18,000, first year operating cost $10,000, revenue $18,000. One-third owners **William Jackson, Cecil Friedlander** and **R. Kent Ogilvie** are in wired music sales, etc. Announced May 29.

Woodbridge, Va.—S & W Enterprises Inc.—Granted 105.9 mc, 11 kw unl. P. O. address Carroll W. White, 1721 DeSales St., N.W., Washington. Estimated construction cost $19,000, first year operating cost $10,000, revenue $15,000. Owners are **Carroll W. White** (53.6%) and others. Mr. White is manager of mobile radio communications, **RETMA.** Announced May 29.

West Bend, Wis.—West Bend Bcstg. Co.—Granted 92.5 mc, 6.2 kw unl. P. O. address Box 60, West Bend. Estimated construction cost $8,350, first year operating cost $15,000, revenue $20,000. Applicant is licensee-owner of **WBKV West Bend.** Owners are **August C. Perkholtz** (62%) and others. Mr. Perkholtz is theatre and hotel owner. Announced May 29.

APPLICATION

New York, N. Y.—WMGM Bcstg. Corp., 100.3 mc, 19 kw. P. O. address 400 Park Ave., N. Y. C. Estimated construction cost $42,050, first year operating cost $25,000, revenue to be included with am station. Applicant is licensee of **WMGM New York.** Announced June 4.

Existing Fm Stations

ACTIONS BY FCC

WMTW-FM Mt. Washington, N. H.—Waived Sec. 3.205 (a) of rules and granted authority to move main studio to **Poland Spring, Me.**; station will continue to identify itself as **Mt. Washington** station. Announced May 29.

WCAU-FM Philadelphia, Pa.—By letter, granted request for further waiver of Sec. 3.293 of the rules to extend from June 1 to Oct 1, continued functional music operation on simplex basis. Announced May 29.

APPLICATION

WHYL-FM Carlisle, Pa.—Mod. of cp to change frequency from 101.7 mc, ch. 269 to 102.3 mc, ch. 272. Announced June 2.

CALL LETTERS ASSIGNED

KFRC-FM San Francisco, Calif.—RKO Teleradio Pictures Inc., 106.1 mc.

WHAV-FM Haverhill, Mass.—WHAV Bcstg. Co. Inc., 92.5 mc.

WHYL-FM Carlisle, Pa.—Richard Lewis Jr. Inc. of Carlisle, 101.7 mc.

WKAQ-FM San Juan, P. R.—El Mundo Bcstg. Corp., 104.7 mc.

Allocations

By orders, Commission finalized rule making and amended tentative allocation plan for Class B fm stations as follows:

Deleted ch. 290 from **Washington, D. C.**, and added it to **Woodbridge, Va.**

Deleted ch. 223 from **Milwaukee, Wis.**, and added it to **West Bend, Wis.**

Added ch. 236 to **Ventura, Calif.**, substituted ch. 260 for ch. 236 in **Santa Barbara**, and ch. 223 for ch. 260 in **San Luis Obispo.**

Deleted ch. 286 from **Sharon, Pa.**, and added it to **Salem, Ohio.**

Added ch. 226 to **Hayward, Wis.**

Substituted ch. 299 for ch. 300 in **San Diego, Calif.**; and added ch. 279 to **San Diego.**

Comission invites comments by July 7 to notice of proposed rule making looking toward abandoning its Tentative Allocation Plan for Class B fm broadcast stations, because this plan has outlived its usefulness.

Plan was first promulgated Dec. 19, 1945, as temporary guide for allocating Class B fm channels (for metropolitan and rural service) throughout country. It was not embodied in rules. It appears no longer necessary in view of pattern that has since been set up by establishment of Class B fm stations.

Besides, now increasing number of applications for this class of fm service could be more quickly processed by thus amending procedual rules to conform to comparable rule for am broadcast, which has no geographic allocation pattern. This would eliminate frequent and protracted rule-making proceedings which have been necessary to make changes in fm allocation table. Present Sec. 3.313 prescribes method for determining interference, if any, between existing or proposed fm operation.

Class A fm stations, which serve communities, have never had geographic allocation plan. Allocations for noncommercial educational fm stations are separate.

Ownership Changes

ACTIONS BY FCC

KDBX (FM) Los Angeles, Calif.—Granted assignment of cp from **James W. Harford, Lucie Miltenberg** and **Rube Goldwater** to **Radio Beverly Hills** (fm station **KBCA Beverly Hills**). **Saul R. Levine**, president, is permittee of **KBCO-FM San Francisco**, and ¼ owner of **KCAL Redlands.** Consideration $3,625 plus $8,875 for equipment; conditioned that prior to consummation assignee disposes of KBCA. Announced May 28.

WTVP (TV) Decatur, Ill.—Granted transfer of control from **William L. Shellabarger**, et al., to Mr. Shellabarger, **George A. Bolas** and 12 others; consideration $200,000 for stock and debentures plus lease of premises for $20,000 a year for 5 years with opportunity to buy for $225,000. Announced May 28.

KRIB Mason City, Iowa—Granted assignment of license to **Western Bcstg. Co. Inc. (Mr. Johns**, president and 51% owner); stock transaction. Mr. Johns has interest in **KIHO Sioux Falls, S. D.; WMIN St. Paul, Minn.; WOSH Oshkosh, Wis.**, and **KMNS Sioux City, Iowa.** Announced May 28.

KMUS Muskogee, Okla.—Granted assignment of license to **Horace C. Boren**; consideration $125,000. Announced May 28.

WLBG Laurens, S. C.—Granted transfer of control from **Charles W.** and **Alice R. Dowdy** to **Laurens County Bcstg. Co. (C. W. Hogan**, president); consideration $63,000. Announced May 28.

WAEW Crossville, Tenn.—Granted transfer of control from **Arthur Wilkerson** to **H. F. Lawson** (interest in **WCLC Jamestown, Tenn.**); consideration $50,000. Announced May 28.

WSSV Petersburg, Va.—Granted assignment of license to **Petersburg Bcstg. Co. Inc (Roger A. Beane**, president); consideration $175,000. Announced May 28.

APPLICATIONS

KPEN-TV Atherton, Calif.—Seeks assignment of license from **James Gabbert, Gary Gielow**, and **John Wickett** d/b as **Peninsula Fm**, to these three plus **Kenneth Warren** who is buying 15% for $9,000. Announced June 4.

KFMB-AM-TV San Diego and **KERO-TV Bakersfield**, both **California**, and **KYAT Yuma, Ariz.**—Seek transfer of control of licensee **(Wrather-Alvarez Bcstg. Inc.)** from **Maria Alvarez, J. D. Wrather Jr.** and **Edward Petry & Co. Inc.** to **Marietta Investment Corp.** owned by Mr. Wrather (63 7/11%) and Petry Co. (36 4/11%). Maria Alvarez is to receive $2,916,750 for her share. Announced June 4.

KSUE Susanville, Calif.—Seeks assignment of license from **James McKahan** and **Marguerite Hallowell** as executrix of will of **Nolan Hallowell**, deceased, d/b as **Home Applicance Store**, to Mr.

Continues on page 110

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
CHICAGO
35 East Wacker Drive
RAndolph 6-6760
DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Do you love to sell? Opening for aggressive station manager-commercial manager in fine middle Atlantic states, small college market of 25,000. Career opening with expanding substantial organization. Present gross over $100,000, excellent potential. Requirements: age 30-40, family, strong on sales, good knowledge small town radio operation, like small town life. Base plus big incentive will gross $8,000-$10,000 or better. Write or wire full details, photo, present income to P. O. Box 300, Grand Central Station, New York.

Sales

Wanted one straight salesman. Two salesman-announcers. Needed immediately by regional station in good market. Excellent earnings and chance for advancement with strong, young, multiple station organization. Full particulars including photo and salary needs. Box 535E, BROADCASTING.

$8,000-9,000 opportunity for commercial manager, network outlet in market of 75,000. Send application Box 612E, BROADCASTING.

Experienced area salesman. Draw against 50% of first thousand, 25% over that. Handle all costs and copy. Cover 50 mile radius. Write full details KHAS, Hastings, Nebraska.

Men with sales and broadcast experience, willing workers of good character and financially stable for media brokerage work. Experience in this particular field unnecessary as we prefer to train in our principles of operation. We want men who are sufficiently sold on their own abilities as salesmen to invest to the extent of their own time and efforts. Now expanding nationally and several territories open. Happy to give any of our employees, past (only two) or present, as reference. Contact Paul Chapman, 1182 West Peachtree, Atlanta.

Announcers

Brand new station in greater Pittsburgh market needs experienced announcers with executive potential. Require minimum one year commercial experience. Above average wages, good working conditions, finest equipment. Personal interview necessary. Send tape, photo, resume immediately. Box 450E, BROADCASTING.

Wanted: Young, ambitious announcer able to do newscast and dj shows. Good starting salary for a 5,000 watt, south Georgia station. Box 484E, BROADCASTING.

Program manager for eastern Pennsylvania station. Will have complete authority subject only to manager. Must have three years experience as staff announcer. Must be good board man willing to work hard to justify further advancement. This is an excellent opportunity for an announcer who is ready to move into management. All applicants must be available for personal interview. Send tape and resume. Box 536E, BROADCASTNG.

Sports announcer, must have first phone ticket. Heavy local sports, play-by-play schedule. Must have air sales ability, voice maturity. Start $430.00. Send details, references, tape, photo. Box 542E, BROADCASTING.

Virginia 250w station has two permanent positions available immediately. One for announcer with mature voice who knows how to voice-sell and run his own deejay show. The other is for local news editor who knows how to really write and air local news. Both must be experienced, settled and looking for permanent homes. Prefer southerners (without accent). Rush tapes, small photo, and complete information at once to Box 566E, BROADCASTING.

Program director-dj. Wanted for wonderful Wisconsin. Man who knows music-news operation. Fast paced, top personality. If you're full of ideas, and can sell on the air . . . you're our man. Prove it to us with a tape, picture, resume and salary expected. Box 572E BROADCASTING.

Combo man with maintenance and announcing. Must be good at both. $85 starting. Opening now. Send tape. Box 587E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Maryland independent wants experienced announcer for morning-afternoon disc shows. Box 592E, BROADCASTING.

Have immediate opening for seasoned announcer-salesman in one of Alabama's fastest growing markets. Only day-timer in the county. Send tape, snapshot and resume. Box 619E, BROADCASTING.

KBUD, Athens, Texas needs experienced, mature announcer with sales experience. Personal interview, audition required. Salary $325.00. Chance for advancement.

Do you want to live in the southern Oregon vacation land? If you have a good voice, are an air personality, and have a first or second phone, send tape and photo to Ray Johnson, Manager, KMED. Good pay, excellent working conditions, top station. KMED, Medford, Oregon.

Metropolitan market station going up wants live wire man to go along. Must have quality voice plus ideas. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening! Mature, settled, top-notch announcer for Arkansas 5 kw. Interview necessary. Bob Webber, KXJK, Forrest City.

Announcer—first class license essential—Send resume and tape to WMIC, P. O. Box 306, Monroe, Michigan.

Experienced, sincere, happy-sounding announcer. Very good salary plus talent if you're good. One of Nation's larger markets. Shoot tape quick to WMNI, Columbus, Ohio.

Immediate opening for an announcer who knows music, news, tight production. Excellent opportunity in ideal climate. Send tape, resume, and salary requirements with first letter to WSGA, Savannah, Georgia.

News-music dj (first ticket). No maintenance. WSHE, Sheboygan, Wisc.

Experienced announcer needed immediately for local news beat in fabulous hunting and fishing area, in upstate New York. Salary open. Contact Tom Leighton, WSLB, Ogdensburg, New York.

Mature announcer with news gathering and writing experience plus ability to do a selling, production-type disc show with real music, wanted by Michigan newspaper and network affiliate. Send tape, resume, photo to PD, WTTH, Port Huron, Michigan.

Technical

First phone engineers needed for newly acquired station in eastern Pennsylvania. Send educational and employment background first letter to Box 555E, BROADCASTING.

Engineer, first class ticket. Box 561E, BROADCASTING.

Chief engineer-announcer. Pleasant, cooperative staff, television closed circuit, Gates dualux equipment, pension trust plan plus $400 monthly start, vacation wonderland. Phone, air mail photo, tape, KPRK, Livingston, Montana.

Immediately. Chief engineer. Experienced am-fm remote operation. Maintenance, construction, full charge. Must be capable announcer. Rush tape, resume, references. Advise when available and salary expected. KSON, San Diego.

Experienced engineer - announcer. Permanent. Good pay. Send resume and tape to WDBL, Springfield, Tennessee.

Chief engineer—Thoroughly familiar with all phases of radio. Prefer combo man but not essential. Excellent climate, pay, and future. Send references, resume, salary requirements with first letter to WSGA, Savannah, Georgia.

Combination engineer-announcer or top-notch announcer. Ten-year-old station with room for employee advancement. Send tape, resume, photo, and salary expected to Program Director, WVOT, Wilson, N. C.

Help Wanted—(Cont'd)

Production-Programming, Others

Mr. News Director! Can you see beneath the surface news—get behind handouts? Are you a newsman who always knows what's going on? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 179E, BROADCASTING.

News director. Wisconsin five kilowatt needs hard hitting news director to set up, maintain, and manage news department. Music-news station. Send resume, tape, salary expected to Box 571E, BROADCASTING.

Sales service—Difficult job in small Rocky Mountain market. Must have the tact and business knowledge of a salesman plus the creativity of a copywriter. This market has no agencies. Would have girl assistant for clerical duties and would spend considerable time with accounts. Photographic experience helpful but not necessary. State salary requirements. Box 590E, BROADCASTING.

Problem: Influx of new management with rock 'n' roll format has set city on ear, rating wise. We won't copy. Need program consultant who has overcome this in his market. Fee and expense basis. Box 598E, BROADCASTING.

RADIO

Situations Wanted

Management

General manager experienced in local and national sales desires position in eastern or central part of country. Excellent references. Box 564E, BROADCASTING.

General manager midwest top rated independent seeks re-affiliation as manager/asst. manager in Arizona, New Mexico, or Colorado. Age 32. Ten years radio—eight with present group. College graduate. Must relocate by fall for wife's health. Top industry references. Personal interview necessary. Confidential. Box 569E, BROADCASTING.

Successful commercial manager in highly competitive market seeking management opportunity. Family man. Excellent references. Box 577E, BROADCASTING.

Manager or sales manager. Eighteen years experience in radio and television station management and sales, and with regional and national advertising agencies. Offer one of the best records in the industry. Young, late thirties, aggressive and mature. Devoted family man. Prefer metropolitan area radio station that needs help. With present station ten years; 1957 earnings $28,000.00. New association must offer good future and opportunity, and compensation based on experience, ability and results. Box 599E, BROADCASTING.

Presently managing successful operation in very small town, family man 33 desires management in medium market. Experienced in all phases, specialize in sales. Have 1st phone. Desire permanent location before school starts next fall. Box 602E, BROADCASTING.

Change desired. Manager for past ten years in small market and still at it. Desire move to larger market as manager or assistant. No hurry, plenty of time to think it over. Know and have worked at all phases of broadcasting other than engineering. College grad. of well known university. Married and two children. 37 years old. Civic leader. Prefer the east. Box 613E, BROADCASTING.

Young aggressive program manager-part owner vhf-tv desires return to radio management. Must be southwest. Intelligent reason for seeking change. Box 617E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 505E, BROADCASTING.

Creative sales director, 33, ten years radio-tv experience. Seeks opportunity with station, Rep., or group of stations with New York office or with sincere interest in establishing New York office. Best references. Box 614E, BROADCASTING.

Announcers

Terrific sportscaster. Sports director. Employed. 5 years experience. References. Box 381E, BROADCASTING.

Experienced announcer seeks permanent position in Long Island, New Jersey area. Box 459E, BROADCASTING.

Announcer, salesman. 28, family. One year radio experience, eight years selling. Working in twenty thousand market, want to go up ladder. Good voice, warm and friendly air work. Top money maker in sales field. Tape available. Box 480E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 502E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 503E, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 504E, BROADCASTING.

Sportscaster-staff, experienced. Desire sound station with good sports program. Looking for permanent location. Box 512E, BROADCASTING.

Newsman-radio, newspaper experience. Now employed. Competent reporter, writer, professional delivery. College. Best references. Radio and/or tv. Box 518E, BROADCASTING.

Good dj, announcer. Married, 29, family. Looking for good opportunity. Box 562E, BROADCASTING.

Experienced announcer. Seven years. Mid-20's. Currently at 250. Desire to move up. DJ, all types of music also sports and news writing experience. Eventual administrative capacity. Box 574E, BROADCASTING.

Ace deejay-real showman seeks am-tv operation. Salary plus talent only. Box 575E, BROADCASTING.

Adult minded dj, staff announcer, experienced, lively news and sports delivery seeks advancement. 1½ years midwest city of 175,000, radio and tv, have mc'd network show. Hard or soft commercial delivery. Midwest preferred. 25, single. Box 580E, BROADCASTING.

Available soon, one of western New York's top radio personalities. Box 582E, BROADCASTING.

Available immediately, inexperience my only bad feature, trained by pros, told have good potential. Box 583E, BROADCASTING.

P D, dj, first phone, four years experience. No top 40 please. Box 585E, BROADCASTING.

I hate rock and roll! Would like to do my morning show with bright standards. 5 years experience in top market, both radio and television. Presently employed. $120 minimum. Top 40 P.D.'s need not apply. Box 588E, BROADCASTING.

Factotum extraordinary with incredible stamina (from longtime swimming in drool of blithering idiots). Unsound winner of many whipping boy prizes. Still sober; mostly sane; iron stomach. 8 years combo; MA plus varied educ: 35: wife, 2 kids. Box 589E, BROADCASTING.

Interested in dj with music "know how" and "sell appeal"? Have good radio background. 3 years experience. Presently employed. Married. Interested medium or large market. Box 595E, BROADCASTING.

Two years experience as staff announcer and dj. Presently employed, wish to grow with reliable station. Box 600E, BROADCASTING.

Dynamic d. j. announcer, beginner, will take summer replacement. Trained by Pat Kelly, college grad., family, tapes available. Box 601E, BROADCASTING.

Experienced sportscaster, news, disc jockey, program director desires change. Permanent. Family. Box 603E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Combo man experienced first phone. Permanent position desired, will travel. Box 606E, BROADCASTING.

Top young New York negro disc jockey, seeks job in radio. Great voice experienced. College, vet, travel. Box 608E, BROADCASTING.

Sincere, familiy man, 26, vet. 3 years staff and personality. Wants promotion-minded good music and news station, east, midwest, Florida. Box 609E, BROADCASTING.

Jack of all trades, master of some—morning show—sports—3 years. Box 610E, BROADCASTING.

Experienced, pleasant voice. First phone. No Maintenance. Good News. D-J. Box 611E, BROADCASTING.

Veteran dj and music expert. Want position to fulfill creative ability. Hard sell plus sincerity. Can produce sparkling show, appealing to adults plus kids. Good men are hard to find. Make an offer. Box 615E, BROADCASTING.

College graduate, 28, teacher, desires to return to broadcasting permanently. Announcing experience 7 years radio. 3 months TV. Available immediately. Box 620E, BROADCASTING.

Crisp, friendly, authoritative hourly news announcer, 29. Six months suburban Washington day-timer. Also commercials. Desire similar stint secondary market anywhere. No board work. State salary. Box 622E, BROADCASTING.

Women's director, commentator, interviews, panels, light news, music director. Any or all. Box 623E, BROADCASTING.

Two years last job, announcer, dj relocating Florida vicinity. Degree; non-technical first phone—copy; news; sports—Family. Box 628E, BROADCASTING.

Double your sales quick! Personable, versatile, experienced d. j. desires permanent position in good, large market as afternoon disc jockey. Equally effective with gimmicks or straight sell! Six years d. j. plus tv experience. For details, call Youngstown, Ohio, Sterling 8-0468.

Sports announcer, dj, good salesman, 2 years experience, married, vet, family, fully experienced play-by-play all sports, remotes, interviews, socnops, young, stable. Box 627E, BROADCASTING.

Versatile disc jockey (country-pop), First phone, no maintenance. Prefer mid-south or mid-west. Box 171, Maumee, Ohio.

COMBO. 1st class license. Prefer Florida or southwest. Married, will travel. Thomas Shockley, Jr., Homer, Ga.

Technical

Experienced engineer, combo am-fm hi-lo power announcer. Box 560E, BROADCASTING.

Chief engineer. Experienced all phases radio broadcasting, construction, maintenance, directional remote control. Box 573E, BROADCASTING.

Broadcasting engineer seeks position in middle or southern California. Eight years experience in tv-am-fm. Two way radio, directionals and construction work. All replies answered, but no combo work is desired. Reply Box 584E, BROADCASTING.

Engineer first class license, 5 years experience am-fm, 2 years television. Troubleshooting, directionals, equipment design and maintenance. E. E. graduate. Professional degree, N. C. State College. Desires work in radio, television or with consulting engineer. Salary not important —must locate in North Carolina, South Carolina or Georgia. Box 597E, BROADCASTING.

Engineer, 17 years experience all phases including remote control installations. Desires chief engineer position, preferably southwest. Family man, age 37. Box 621E, BROADCASTING.

First phone-combo man. Will travel. Recent radio-tv school graduate. Married, veteran, 26. John Pardini, 1006 N. Mariposa, Los Angeles, Calif. No. 3-8979.

Engineer available immediately radio or television. No announcing. Call LO 5-2271, Mercedes, Texas.

Engineer, 50, single, sober, experience 250w to 50 kw, available emergency fill transmitter operation, or where some maintenance, initiative is needed. Wallace V. Rockefeller. Wood River, Nebraska.

First class FCC license. No experience, but willing and anxious to learn. C. J. Stoll, 5304 Parkland Ave., Dallas, Texas.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Career radio, family man . . . wishes settle southern market . . . 30,000-50,000. Preferably Florida. Experience, professional ability in programming and news. Can combine station management, air work. Box 586E, BROADCASTING.

Newsman, write and air. Networks both coasts. Employed. Twenty years experience at 39, newspapers, radio, tv. National award winner. Metropolitan only. Box 593E, BROADCASTING.

Program and news director, 250 watt independent, desires relocation central New York state. B.S. Speech and Drama, M.S. Radio-Television; Married, family; veteran. Interested educational broadcasting. Available July first. Empire Services, 219 Green Street, Syracuse, New York.

News director seeking secure lifetime position. Eleven years experience includes several world scoops, twice winning RTNDA awards, McLendon background, Bar Association award. Married, 26, draft-exempt, references, tape. Harvey Tate, 401 West Lynwood, San Antonio, Texas.

TELEVISION

Help Wanted

Announcers

Announcer for leading western Massachusetts station. Must be top commercial man experienced. Needed immediately. Call or write Jerry Barnes, WWLP, Springfield, Mass.

Production-Programming, Others

TV copywriter, female. Must write good sell copy and perform other duties. California station. Box 419E, BROADCASTING.

TV Production Manager—VHF small tv station needs mature man able to coordinate efforts of copy, projectionist, switcher and live studio personnel. This would be a supervisory position, but man must be capable of handling any production problem that might come up between 4:00 p.m. and sign-off. Box 591E, BROADCASTING.

Good morning man needed. TV experience not necessary. Must have radio background, strong on agriculture and farm reporting. Send S. O. F. or tape, recent picture and resume to Bob Grossman, WXEX-TV, Petersburg, Virginia.

TELEVISION

Situations Wanted

Technical

10 years am-tv experience. 3 years chief and 4 years supervisory. Desire chief or supervisory position. Box 447E, BROADCASTING.

Maintenance and control room operation. 1st phone, good training and experience background. Single. Available July 1st. Box 604E, BROADCASTING.

Production-Programming, Others

Sales service, client relations. Graphic arts, live production. BKG weatherman. Box 458E, BROADCASTING.

Director-announcer, 31, five years with one of the best in medium market. Relocate east. Available for interview. Box 538E, BROADCASTING.

Young man, 28, college grad with B.A. in music education. Korean vet and former high school music teacher. Graduate of SRT with training in all phases of tv. Would like job in production end of tv with commercial or educational tv station. Box 563E, BROADCASTING.

FOR SALE

Stations

For sale . . . Profitable southwestern full time radio station to responsible purchaser. Box 524E, BROADCASTING.

For sale—500 watt Texas daytimer. Single station market, 11,000 population. All new equipment. Celebrates tenth anniversary in August. Netting $1,400 monthly plus during past 17 months. Will take $20,000 down: Your note $50,000, 15 years 4% simple interest. No brokers. Box 570E, BROADCASTING.

FOR SALE—(Cont'd)

Stations

Northeast single station market. 250 fulltime combination office, studio, transmitter, tower. Sales $38,000. Absentee ownership. Ideal one man operation. Have $33,000 cash offer. Can you top it? Sale by cash only. Will make sale this month. Box 576E, BROADCASTING.

Florida daytime station—exclusive market, $50,000, terms. Good local acceptance and billings. Box 607E, BROADCASTING.

Northwest small market station $90,000. Chapman Company, 33 W. Micheltorena, Santa Barbara, California.

Northwest . . . exclusive. Full time. $7,500 down. Jack L. Stoll & Associates, 6381 Hollywood, Los Angeles 28, California.

Waiting buyers, listings wanted, Hollingsworth Co., Inc., "Guess The Lucky Secret Word," Program. 514 Hempstead Ave. W. Hempstead, N. Y.

Pennsylvania medium market, $130,000, 29% down; monopoly market $65,000, Chapman Company, 17 E. 48th, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. **Sales, purchases, appraisals,** handled with care and discretion. Experienced. **Former radio and television owners and operators.**

Carolina medium market stations (2) $40,000 & $75,000 terms. Chapman Company, 1182 W. Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida medium market stations (4) price range: $141,750-$236,250. Terms. Chapman Company, 1182 W. Peachtree, Atlanta.

Rocky Mountain. Gross $7,000 month. Full time. $25,000 down. Jack L. Stoll & Associates, 6381 Hollywood, Los Angeles 28, California.

Equipment

Will trade 17' Chris-Craft inboard boat for fm transmitter and monitors, broadcast equipment, or test equipment. Box 579E, BROADCASTING.

Tower—115' new self-standing Dresser-Ideco. In crates, never erected. Complete drawings. KTWO-TV, Casper, Wyoming.

UHF equipment, used but in perfect condition. GE TT25A 12KW transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, sweep oscillator and General Radio monitors, GE TV-21 visual demodulation. Also 430 foot Stainless type G tower with lighting, 400 feet 7½ x 15 inch wave guide, 600 feet 3⅛ inch VHF coaxial cable and hangers. Presently installed at Jacksonville, Florida. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Gates turntable, mod CB-11 cue panel $75.00. 2 RCA 70-D turntables each $150.00. Type 212 A-1 Collins console, Inc. Relays and 409 U-2 power supply $275.00. PT6 AH Magnecorder $90.00. PT6 J amplifier $75.00. Prices FOB Galesburg, Ill. Ray Bevenour, C.E., WGIL, Galesburg, Illinois.

For sale . . . One Blaw Knox 150 ft. self-supporting tower in excellent condition. If interested, contact Radio Station WKWK, Wheeling, W. Va.

Gates BC1E 1 kw transmitter 31B console, WLSI, Pikeville, Kentucky.

EMI British battery operated tape recorder used only 2 hours complete with microphone cables. Cost to us $500. Will sell for $350 first come. WPOW, 41 East 42nd Street, New York, N. Y.

Cameras, 2 used Dage model 300-C cameras, with lens, camera controls and regulated power supply. Will consider offers on one or both. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Television monitors—broadcast and industrial—cabinet, rack, custom chassis models—8"-$195.00; 14"-$215.00; 17"-$219.00; 21"-$259.00. Write Miratel, Inc., 1080 Dionne St., St Paul 13, Minn.

WE 5C D-94992 am 5 kw broadcast transmitter. Everything there, like new. One-package deal $3,000 on truck. Our no. 0246. May Brothers, Binghamton, N. Y.

WANTED TO BUY

Stations

AM broadcasting station in Rocky Mountain area: Montana, Wyoming, Colorado, Idaho, Utah preferred, Oregon or Washington possibly. Prefer fulltime outlet; daytime station considered. Adequate financing available. Replies confidential. No brokers please. Box 486E, BROADCASTING.

Small station billing least $2500. Want full story including salaries, programs relations, potential. Box 568E, BROADCASTING.

Will absorb up to $10,000 losses of any radio station for 51% of ownership. Bix 578E, BROADCASTING.

Small radio station, experienced men, more interested in potential than past performance, or will lease. Box 581E, BROADCASTING.

Equipment

Wanted: Used kw transmitter and all equipment for installation. State condition history and price first letter. Box 521E, BROADCASTING.

Wanted, tv kinescope equipment, cameras, power supply etc., etc. Box 618E, BROADCASTING.

Vidicon tv cameras and accessories. Gene O'Fallon & Sons, Industrial TV Specialists, 639 Grant St., Denver 3.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license July-August tutoring course. Monty Koffer, 105 E. 16th Street, Brooklyn, N. Y. BU 2-4622.

MISCELLANEOUS

Must know whereabouts of Chuck Stevens. Now seeking radio or tv employment as announcer, floorman or director—Contact Box 567E, BROADCASTING.

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

RADIO

Situations Wanted

EXPERIENCED MEDIA DIRECTOR

Responsible for policy making decisions and administrations of large media department in top New York agency. Have been member of plans board and have wide experience with client contact. Know all and have purchased all forms of Media for leading national advertisers including millions of dollars worth of spot and network time. Would like position with growing, vital agency. Will send references and resume on request.

Box 625E, BROADCASTING

SALES MANAGER

26 year-old family man presently employed by a major market station in the east wishes to relocate in medium market in sales management capacity. More than 3 years experience in sales with a proven record, more than substantial billing, and the best of references. Active in civic affairs. I believe in promotion and am not afraid to burn the midnight oil. Complete story on request.

Box 616E, BROADCASTING

Experienced Radio sales manager who upped billings from $50,000 to $250,000 in four years interested in relocating in New England as general manager of small station. Reply to Box 624E, BROADCASTING.

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

BIG MARKETS MEAN BIG EARNINGS!

OUR SALESMEN EARN MORE THAN $14,000 A YEAR!

15% COMMISSION — LIBERAL DRAW

NEW YORK - CHICAGO - ST. LOUIS - INDIANAPOLIS - NORFOLK - WILMINGTON (Del.)

Join the fastest-growing radio-tv sales organization in the country with a record 384% increase in sales! Staff expansion provides opportunity for advancement to sales manager, national sales and station manager in major markets of an 8-station radio-tv chain. Most executive promotions made from successful sales personnel. All applications kept confidential. Don't wait. Send resume, photo and history of billing, earnings to:

Tim Crow, Rollins Broadcasting. 414 French St., Wilmington, Del.

TELEVISION

Situations Wanted

Technical

TRAINED TV PERSONNEL

TV Transmitter-Studio Engineers, Complete AM, FM, TV background, including Color TV—Many have FCC Licenses. Graduates of one of America's largest technical Radio-TV Schools. Resumes upon request. Write to

Box 626E, BROADCASTING.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

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FOR THE RECORD *continues from page 106*

McKahan for $33,282. Mr. McKahan will increase ownership from 50 to 100%. Announced June 4.

KHIL Brighton, Colo.—Seeks assignment of license from **Harry Hill** to **John Babcock** for $78,000. Mr. Babcock owns and operates **Broadcast Recording Service.** Announced May 28.

WWNS Statesboro, Ga.—Seeks assignment of license from **Robert Thompson Sr., tr/as Statesboro Bcstg. System,** to **WWNS Inc.** for $100,000. **John, Donald** and **William McDougald** are new one-third owners. John and Donald, are accountants; William is journalism professor. Announced June 3.

KSO Des Moines, Iowa—Seeks transfer of control of licensee **(KSO Inc.) from Lyman Ayeres,** et al to **N. L. Bentson, Joseph Floyd, Edmund Ruben** and **Anton Moe** for $202,500. Purchasers also own **WLOL Minneapolis, Minn.,** and **KELO-AM-TV Sioux Falls, KDLO-TV Florence** and **KPLO-TV Reliance,** all **South Dakota.** Announced June 4.

KSIR Wichita, Kan.—Seeks assignment of cp from **John Bozeman** to **KSIR Inc.** No control change. Announced June 4.

WMBC Macon, Miss.—Seeks assignment of license from **Robert Chisholm Jr., tr/as Macon Bcstg. Co.** to **Confederate Bcstg. Co. Inc.** for $20,000. New owners are **Ned Butler** and **James Hemphill** (50% each) who also share ownership of **WJHB** and **WTLS,** both **Talladega, Ala.** Announced June 4.

KNIM Maryville, Mo.—Seeks transfer of control of licensee corporation **(KNIM Inc.)** through sale of all outstanding stock by **Leslie** and **Ruth Ware** and **C. Willard Max** to **Harold Eck** (51%) and **Wayne Hatchett** (49%) for $30,797. Mr. Eck is in home furnishings; Mr. Hatchett, chief engineer and commercial manager, **KSIB Creston, Iowa.** Announced May 29.

WTYN Tyron, N. C.—Seeks assignment of license from **Harry Bartol Jr., Graves Taylor** and **Joseph Kerby** d/b as **Polk County Bcstrs.** to Messrs. Bartol and Taylor who will own 50% each. Mr. Kerby gave up his 20% interest in return for his original investment. Announced June 4.

KLPM Minot, N. D.—Seeks involuntary transfer of control of licensee **(Minot Bcstg. Co.)** from **John Cooley** to **Ethel Cooley, Carroll Baker** and **Merchants Natl. Bank and Trust Co.** as co-executors of estate of Mr. Cooley, deceased. Announced May 29.

WGRV-AM-FM Greenville, Tenn.—Seeks acquisition of positive control of licensee **(Radio Greenville Inc.)** through sale of 8.33% by **C. B. Austin** to **Paul Metcalfe** for $450. Mr. Metcalfe thus increases his ownership to 58.33%. Announced May 28.

WOAI-AM-TV San Antonio, Tex.—Seeks acquisition of positive control of licensee **(Southland Industries Inc.)** by **Hugh Halff Jr.** whose ownership is increased from 40 to 52% as result of corporation's purchase and removal from circulation of stock held by **Nat'l. Jewish Hospital.** Announced June 4.

KDWT Stamford, Tex.—Seeks assignment of license and cp from **David Ratliff** to **A. Boyd Kelley** for $50,000. New owner Kelley has interest in **KPLT Paris** (45%) and **KTRN Wichita Falls** (92%), both **Texas.** Announced June 4.

KLYK Spokane, Wash.—Seeks assignment of license from **D. Gene Williams** and **Delbert Berthlof** to **KLYK Inc.** for $120,000. **Harold Lampbell,** new owner, also owns 50% of **KINK Phoenix.** Announced June 4.

WSAU Wausau, Wis.—Seeks assignment of license and cp from **Wis. Valley Tv** to **WRIG Inc.** for $56,000. Purchasers are **Mr.** and **Mrs. Duey Wright Sr.,** music store owners. Announced May 28.

Hearing Cases

FINAL DECISION

By memorandum opinion and order, Commission denied petition by **National Bcstg. Co. Inc. (WAMP), Pittsburgh, Pa.,** for reconsideration of Mar. 14 order which denied earlier NBC petition to reopen record in proceeding on application of **Hocking Valley Bcstg. Corp.,** to increase power of **WHOK Lancaster, Ohio,** from 500 w to 1 kw, continuing operation on 1320 kc D. By separate decision, Commission granted WHOK application. Initial decision of July 10, 1957, looked toward this grant. Announced May 28.

INITIAL DECISION

Hearing Examiner Millard F. French issued initial decision looking toward denying protest by **WDMG Inc. (WDMG), Douglas, Ga.,** and affirming Feb. 20, 1957 grant of application of **Fernandina Beach Bcstrs.** for new am station **(WSIZ)** to operate on 1310 kc, 1 kw, in Douglas. Announced June 2.

OTHER ACTIONS

Commission on June 4 directed preparation of documents looking toward:

Affirming conclusions of hearing examiner's initial decision to change designation of am clear channel 770 kc from Class 1-A to Class 1-B, and order **Albuquerque Bcstg. Co.** and **American Broadcasting-Paramount Theatres Inc.,** to show cause why authorizations of their respective stations—**KOB** at **Albuquerque, N. M.,** and **WABC New York City**—should not be modified to operate as Class 1-B clear channel stations on 770 kc, 50 kw unl., with directional antennas at night to afford mutual protection. (KOB is licensed on 1030 kc, 10 kw unl., and is operating under SSA on 770 kc, 50 kw LS, 25 kw N. WABC is licensed on 770 kc, 50 kw unl.)

Granting petition by **Plough Bcstg. Co. Inc. (WJJD Chicago, Ill.)** to reopen record for further hearing on application of **Town and Country Radio Inc.,** for new am station to operate on 1150 kc, 500 w D, DA, in **Rockford, Ill.**

Granting request by **Fayatteville Bcstrs. Inc. (WFLB-TV,** ch. 18, **Fayetteville, N. C.)** to dismiss its protest, and to finalize April 2 grant to **Durham Bcstg. Enterprises Inc.,** for mod. of cp of **WTVD** (ch. 11) **Durham, N. C.,** to move trans. site and increase ant. height.

Commission on May 28 directed preparation of document looking toward denying protest by **Community Bcstg. Service Inc. (WWBZ), Vineland, N. J.,** and affirming actions in granting and in declining to stay grant of application of **Delsea Bcstrs.** for new am station **(WDVL)** to operate on 1270 kc, 500 w D, DA, in Vineland. Initial decision of Oct. 22, 1957, looked toward this action.

By memorandum opinion and order, Commission granted protest by **Fayetteville Bcstrs. Inc. (WFLB-TV,** ch. 18), **Fayetteville, N. C.,** and postponed effective date of April 2 grant to **Durham Bcstg. Enterprises Inc.,** for mod. of cp of **WTVD** (ch. 11) **Durham, N. C.,** to move trans. from site 9 miles north of Durham and 20 miles north of **Raleigh** to about 32 miles southeast of Durham and 10 miles southeast of Raleigh, and increase ant. height from 1010 ft. to 1510 ft., pending evidentiary hearing; made WFLB-TV party to proceeding. Announced May 29.

Commission granted three more SCA's for functional music operations on multiplex basis—**H. Quentin Cox (KQFM), Portland, Ore.; Marti Inc. (KCLE-FM), Cleburne, Tex.,** and **Chronical Publishing Co. (KRON-FM), San Francisco, Calif.** Latter is subject to condition that grant of application is without prejudice to whatever action necessary as result of decision in case of *Standard Radio and Television Company* (a corporation) v. *The Chronicle Publishing Company* (a corporation), et al., Superior Court, California.

KTJS, Alfred Ray Fuchs, Hobart, Okla.; KGFL, KGFL Inc., Roswell, N. M.; Garrison-Huntley Enterprises, Lubbock, Tex.; Joseph S. Lodato, Santa Rosa, N. M.; Clarence Wilson, Hobbs, N. M.—Designated for consolidated hearing applications for new am stations of Garrison and Lodato to operate on 1420 kc D; Wilson on 1430 kc D (Garrison with 500 w, Lodato with 1 kw and Wilson with 5 kw); KTJS to increase power from 250 w to 1 kw, continuing operation on 1420 kc D; and KGFL to change facilities from 1400 kc, 250 w unl., to 1430 kc, 1 kw, 5 kw LS, DA-N, unl.; made **KPEP San Angelo, Tex.,** party to proceeding. Announced May 29.

WEMB, Unicoi Bcstg. Co., Erwin, Tenn.; Mace, Groves and Mace, South Gastonia, N. C.—Designated for consolidated hearing application of Mace-for new am station to operate on 1420 kc, 500 w D; and Unicoi to increase power of WEMB from 1 to 5 kw, continuing operation on 1420 kc D; made **WLET Toccoa, Ga., WMNC Morganton, N. C., WCRE Cheraw, S. C.,** and **WEGO Concord, N. C.,** parties to proceeding. Announced May 29.

Annapolis Bcstg. Corp., Annapolis, Md.; Belvedere Bcstg. Corp., Baltimore, Md.—Designated for consolidated hearing applications for new Class B fm stations to operate on 107.9 mc. Announced May 29.

ORAL ARGUMENTS SCHEDULED
June 16

Northwest Bcstrs. Inc., Bellevue, Wash., and **Rev. Haldane James Duff, Seattle, Wash.;** and **Gillespie Bcstg. Co. (KNAF), Fredericksburg, Tex.**

June 23

Huntington-Montauk Bcstg. Co. Inc., to change location of trans. site and main studio of **WGSM** from **Huntington, Long Island, N. Y.,** to **Deer Park, Long Island,** and

Pillar of Fire to modify its license to increase number of specified hours of operation of **KPOF Denver, Colo.**

Commission scheduled **Mayaguez, P. R.,** tv ch. 3 comparative proceeding for oral argument on June 30.

Routine Roundup

Commission amended its am broadcast rules, effective July 7, to permit, under specified conditions, use of daytime power of 500 w or 1 kw by Class IV (local) stations.

North American Regional Broadcasting Agreement, to which United States is signatory, places 250 w ceiling on power of Class IV stations. Recently signed agreement between United States and Mexico concerning am broadcasting permits use of daytime power up to 1 kw in all areas of United States more than 62 miles from Mexican border. Neither of these agreements has formally entered into effect but, in accordance with note appended to Sec. 3.28 (b) of Commission's rules; no assignments will be made which would be inconsistent with these agreements.

Accordingly, although applications contemplating use of 500 w or 1 kw power for daytime operation of Class IV stations will be accepted, they will be held without action until appropriate coordination of rule change can be effected with other North American countries. When this is accomplished, Commission will con-

sider amending rules note with respect to understanding reached. Announced May 29.

By order, Commission postponed for another year—to June 1, 1959—effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at station whenever trans. is in operation. Accordingly, Secs. 3.690 (a) and 3.691 (a) of rules were amended to reflect new date. In view of continued development of more stable frequency control circuits in am, fm and tv trans., Commission is considering review of its requirements regarding continuously operating frequency monitors to ascertain whether such apparatus is still needed or is adequate to ensure that operating frequencies of broadcast stations are maintained within prescribed frequency tolerances. If it appears that rules relating to such monitors should be amended, rule-making proceeding will be initiated. Announced May 29.

PETITIONS FOR RULE MAKING FILED

Barbary Coast Records Inc., Los Angeles, Calif.—Request allocation of ch. 293 at San Diego, Calif.

William E. Sullivan, Hollywood, Calif.—Request immediate allocation of more uhf channels to following ten major cities: New York City, Chicago, Los Angeles, Philadelphia, Detroit, Cleveland, Baltimore, St. Louis, Boston and Pittsburgh; also to force all uhf grantees holding cp to go on-the-air in next six months—those not complying should automatically forfeit grants as set forth in FCC regulations.

Joseph D. Worth, Pasadena, Calif.—Request for amendment by adding following provision: "A Class B Station In Area II Will Not Be Licensed With An Effective Radiated Power Greater Than 75 Kilowatts."

PETITIONS FOR RULE MAKING DENIED

Camellia Bcstg. Co. Inc., Lafayette, La.—Petition requesting amendment of Table of Allocation by institution of rule making so as to assign ch. 3 to **Lake Charles-Abbeville-Kaplan, La.** in lieu of Lafayette-Lake Charles.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on June 2

Granted petition by **Knorr Bcstg. Corp., Lansing, Mich.**, for dismissal without prejudice of its am application and retained in hearing status applications of **Capitol Bcstg. Co., East Lansing** and **W. A. Pomeroy, Tawas City-East Tawas** (both **Mich.**).

Scheduled hearings on dates shown in following proceedings: **Durham Bcstg. Enterprises Inc. (WTVD**, ch. 11), **Durham, N. C.** on July 3; am applications of **Alfred Ray Fuchs (KTJS), Hobart, Okla.**, et al., on July 28; am applications of **Unicio Bcstg. Co. (WEMB), Erwin, Tenn.**, and **Mace, Groves** and **Mace, South Gastonia, N. C.**, and fm applications of **Annapolis Bcstg. Corp., Annapolis**, and **Belvedere Bcstg. Corp., Baltimore**, both **Maryland**, on Sept. 2.

By Hearing Examiner Herbert Sharfman on June 2

Ordered that instead of hearing as now scheduled in proceeding on fm applications of **KWG Bcstg. Co.**, and **Valley Bcstrs. Inc., Stockton, Calif.**, a prehearing conference will be held on June 16, and that the scheduled hearing is continued to a date to be set. No evidence will be taken on June 16.

By Hearing Examiner Charles J. Frederick on June 2

Scheduled a hearing conference for June 20 re mod. of cp of **Capitol Bcstg. Co. (WJTV**, ch. 12), **Jackson, Miss.**

By Hearing Examiner H. Gifford Irion on June 3

Granted petition by **Austin Radio Co., Austin, Tex.**, for leave to amend its am application in order to show the extension of contract between it and **Twin Star Industries Inc.**

By Commissioner Robert T. Bartley on May 29

Granted petition by Broadcast Bureau for extension of time to June 10 to file replies to petition by **KTAG Associates (KTAG-TV**, ch. 25), **Lake Charles, La.**, for revision of issues and request for mod. of hearing procedure in **Lake Charles-Lafayette, La.**, ch. 3 proceeding.

By Chief Hearing Examiner James D. Cunningham on June 2

Granted petition by **Vincent G. Cofey** and **Benjamin A. Oswalt**, co-partners, **WMRO Aurora, Ill.**, for leave to intervene in am proceeding with reference to the application of **Logansport Bcstg. Corp., Aurora-Batavia, Ill.**

By Hearing Examiner Hugh B. Hutchison on dates shown

Granted petition by **Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.**, for continuance of hearing from June 17 to July 1 and from June 9 to June 24 for exchange of exhibits and related information in proceeding on fm applications of Huntington and **Riverside Church in City of New York**, New York, N. Y. Action May 29.

Granted petition by **Ottaway Stations Inc. (WDOS), Oneonta, N. Y.**, for continuance of hearing from June 2 to June 5, in proceeding on its am application. Action June 2.

By Hearing Examiner Charles J. Frederick on May 29

Rescheduled further prehearing conference presently scheduled for June 2 to July 8 in proceeding on am application of **Kenneth G. Prather** and **Misha S. Prather, Boulder, Colo.**

Rescheduled prehearing conference for 9 a.m., June 5, which was scheduled for 10 a.m. the same date, in proceeding on am applications of **Pompano Beach Bcstg. Corp., Pompano Beach, Fla.**, et al.

By Hearing Examiner Elizabeth C. Smith on May 29

Granted motion by **James A. McKechnie, North Syracuse, N. Y.**, requesting that schedule previously fixed in proceeding on its am application, et al. be extended as follows: Exchange of direct affirmative cases, on June 10; further prehearing conference on June 17; and commencement of evidentiary hearing on July 14.

By Hearing Examiner Millard F. French on May 29

Granted petition by the Broadcast Bureau for extension of time to June 10 to respond to petition by **KTAG Associates (KTAG-TV)** for amendment of its application in **Lake Charles-Laayfette, La.**, tv ch. 3 proceeding.

By Chief Hearing Examiner James D. Cunningham in May 26

Scheduled hearing for July 28 in **Tampa-St. Petersburg, Fla.**, ch. 10 proceeding.

By Hearing Examiner Herbert Sharfman on May 27

Scheduled prehearing conference for June 18 on am application of **Macomb Bcstg. Co. (WKAI), Macomb, Ill.**,

Granted petition by **Capital Bcstg. Corp. (WCAW), Charleston, W. Va.** for certain corrections to transcript re its am application.

By Hearing Examiner Millard F. French on dates shown

Granted petition by **Mutual Bcstg. System Inc., San Francisco, Calif.**, for continuance of prehearing conference from May 28 to June 6 in proceeding on its fm application and that of **Mid-American Bcstr. Inc., San Francisco.** Action May 28.

Granted petition by **WNAB Inc. (WNAB), Bridgeport, Conn.**, to reopen the record for limited purpose of offering and receiving in evidence corrected exhibit; record then closed in proceeding on its am application. Action May 27.

Granted petition by **Acadian Television Corp., Lafayette, La.**, for extension of time to May 29 to respond to petition for amendment filed by **KTAG Associates (KTAG-TV), Lake Charles, La.**, in **Lake Charles-Lafayette, La.**, ch. 3 proceeding Action May 23.

By Hearing Examiner Thomas H. Donahue on May 28

Ordered correction to hearing examiner's memorandum opinion and order of May 26 on am application to **Jefferson County Bcstg. Co., Pine Bluff, Ark.**

By Hearing Examiner H. Gifford Irion on May 27

Scheduled further hearing for June 6 re fm applications of **Herbert Muschel, New York, N. Y.**, et al.

By Hearing Examiner Annie Neal Huntting on May 26

Scheduled prehearing conference for June 10 in proceeding on am applications of **James W. Miller, Milford, Conn.**, et al.

Granted petition by **Florence Bcstg. Co. Inc., Brownsville, Tenn.**, for continuance of date for exchange of exhibits from May 20 to June 25; for further prehearing conference from June 4 to July 2 and hearing date from June 16 to a date to be determined at prehearing conference in proceeding on Florence's am application.

By Hearing Examiner Herbert Sharfman on May 26

As will appear from the transcript of the further conference of May 23 in proceeding on application of **Video Independent Theatres Inc. (KVIT), Santa Fe, N. M.**, hearing scheduled for May 26 was continued to June 9.

By Hearing Examiner Thomas H. Donahue on May 26

On own motion, hearing on am application of **Jefferson County Bcstg. Co., Pine Bluff, Ark.**, is continued from May 27 to July 1.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 29

KNEZ Lompoc, Calif.—Granted assignment of cp to **KNEZ Inc.**

WNOX Knoxville, Tenn.—Granted cp to install new main trans.

WTAE Pittsburgh, Pa.—Granted cp to install aux. trans. and ants. at main trans. site.

KRNO San Bernardino, Calif.—Granted cp to install new trans.

WLDS Jacksonville, Ill.—Granted cp to install new type trans.

Following were granted extensions of completion dates as shown: **WISK St. Paul, Minn.**, to 7-1; **WFLN Philadelphia, Pa.**, to 9-20; **WCMR Elkhart, Ind.**, to 9-29; **KVNA Flagstaff, Ariz.**, to 10-1; **WDVL Vineland, N. J.**, to 7-31; **WUTV Charlotte, N. C.**, to 11-15; **WCOC-TV Meridian, Miss.**, to 12-1.

Actions of May 28

WBBQ-FM Augusta, Ga.—Granted assignment of license including SCA and cp to **Musicast of the South Inc.**

WOOW Washington, N. C.—Granted assignment of licenses to **WOOW Inc.**

WJBF Augusta, Ga.—Granted cp to decrease aur. ERP to 50 kw.

KPRC-TV Houston, Tex.—Granted cp to modify modulation system of vis. trans. (main trans. and ant.).

WNEP-TV Scranton, Pa.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, ant. height 1240 ft.; change type ant., make minor equipment changes, correct coordinates (second only) and make change in ant. system.

WADA Shelby, N. C.—Granted mod. of cp to change type trans. and specify studio location as same as trans. location.

Following stations were granted change of sign-off time as shown: **KRPO Owatonna, Minn.**, 6:00 p.m. CST, for period ending Sept. 30; **KASI Ames, Iowa**, 7:00 p.m. CST, for period ending Aug. 31; **WRSA Saratoga Springs, N. Y.**, 6:00 p.m. EST, for period ending Aug. 31; **WLPO La Salle, Ill.**, 7:00 p.m. or later within limits of station license (CDST) for period from June 1 through Aug. 31.

Actions of May 27

WLWA Atlanta, Ga.—Granted cp to change trans. location; change ERP to vis. 275 kw. aur. 138 kw; install new ant. system; make minor equipment changes and change ant. height to 1040 ft.

Actions of May 26

KLAN Renton, Wash.—Granted involuntary transfer of control from **Ralph J. Sander** to **Ralph J. Sander Jr.**, executor of estate of Ralph J. Sander, deceased.

KSNY Synder, Tex.—Granted involuntary transfer of negative control from **J. T. Hughes** to **Mrs. Flora D. Hughes**, executrix of estate of J. T. Hughes, deceased.

KBTX-TV Bryan, Tex.—Granted relinquishment of positive control by **KWTX Bcstg. Co.** through issuance of shares of treasury stock to **Harry L. Gillam.**

KSUB Cedar City, Utah—Granted acquisition of positive control of **Beehive Telecasting Corp.** (corporation holding control of licensee corporation) by **Samuel B. Nissley** through issuance of treasury stock to Samuel B. Nissley, for cancellation of current obligation of Beehive Telecasting Corp.

License Renewals

Following stations were granted renewal of license (Commissioner Ford absent):

KARK Little Rock, Ark.; KBTA Batesville, Ark.; KFNV Ferriday, La.; KPEL Lafayette, La.; KRMD, KRMD-FM Shreveport, La.; KSIG Crowley, La.; KWYN Wynne, Ark.; WBKH Hattiesburg, Miss.; WGCM Gulfport, Miss.; WJBO Baton Rouge, La.; WJMR New Orleans, La.; WNLA Indianola, Miss.; WOKJ Jackson, Miss.; WPMP Pascagoula, Miss.; WSLI Jackson, Miss.; WSMB and aux. **New Orleans, La.; WRCM (FM) New Orleans, La.; WWMT (FM)** and SCA, **New Orleans, La.; KASU (FM-ED) Jonesboro, Ark.; WJTV (TV) Jackson, Miss.; WDSU-TV New Orleans, La.**

UPCOMING

June

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 10-12: National Community Television Assn., Mayflower Hotel, Washington, D. C.

June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

June 18-20: NAB Combined Boards of Directors, Mayflower Hotel, Washington, D. C.

June 19-20: Virginia Broadcasters Assn., Tidewater Inn, Irvington.

June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 19-21: Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.

June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.

July

July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA, Los Angeles.

July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texoma Lodge, Lake Texoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U. Lafayette, Ind.

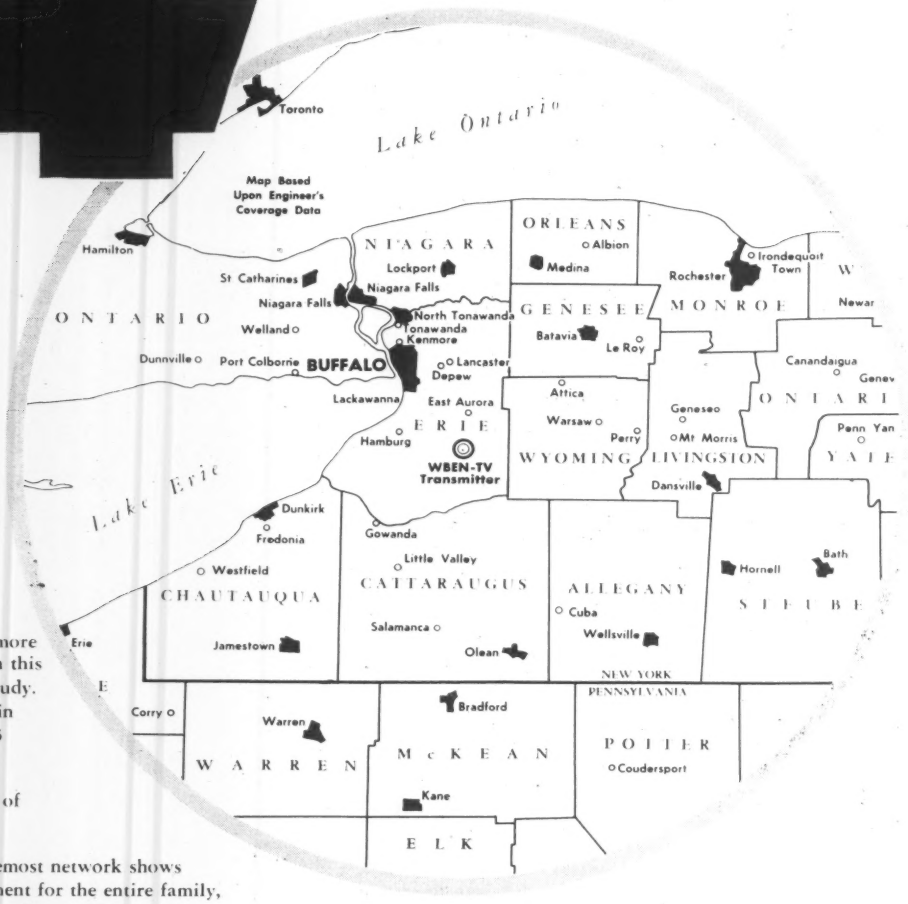
Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

September

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

channel

4 this is WBEN-TV land



In this busy area . . . most television viewers watch WBEN-TV most of the time

The independent Trendex program-rating service made more than 100,000 telephone calls in this area during its latest AREA study. It found that WBEN-TV was in **FIRST PLACE in *120 out of 156* MEASURED HALF HOURS.**

WBEN-TV was first in 76.9% of the time periods measured.

Quality programming, the foremost network shows from CBS, balanced entertainment for the entire family, perfect pictures and perfect sound — all for more than 4 million people on Channel 4.

TV viewers of Buffalo, Western New York, nearby Pennsylvania and Canada have voted overwhelmingly in favor of the entertainment, educational, cultural and informative programs presented as a community responsibility — year in year out — by WBEN-TV on Channel 4.

Proof again — your TV dollars count for more on Channel 4.

Represented nationally by
HARRINGTON, RIGHTER AND PARSONS

WBEN-TV
A SERVICE OF THE BUFFALO EVENING NEWS

CBS the nation's top network

from **COLIN CAMPBELL,** *executive vice president, Campbell-Ewald, Detroit*

Should the star give the commercial?

These days of super stars, spectacular shows and stupendous costs have brought a new concern to agencies, networks and clients. Can the star of a program be used profitably, and fittingly, to deliver the sponsor's selling message? Can he do commercials without losing the luster that sets him apart, and still be effective in terms of moving those goods or services that make the whole thing possible anyway?

"Yes he can," answers one school of thought, and points with pride to supersalesmen entertainers. Hardly a network day goes by that one of these personalities doesn't speak up for any one of a dozen different products, and does it with dignity and that additional effectiveness generated by his own prestige as a star.

"It doesn't usually work that well," retorts an equally influential body of counter opinion. The more the average star becomes a salesman, the more he loses as an entertainer. The larger investment in the star himself is jeopardized by short term, and rather indefinite, commercial gain.

Well, just what is the answer?

Over the years our client, Chevrolet, has pioneered in the broadcast media. The company has been a consistently large and important user of air time. It was the first automotive sponsor of a commercial program on tv in 1946. It is natural that we have developed a philosophy to handle the problem, a philosophy tested in operation with some of the top talent in the country. The philosophy is simply that each case is different, because each depends on the answer to these three points:

1. Who is the star?
2. What type of program is the vehicle?
3. What is the product?

Perhaps the last question is of greatest importance for in a sense it determines the type of show and the personality—and, of course, you can't sell cars the same way you sell toothpaste.

Chevrolet sells cars, so naturally we have done a lot of searching for the reasons why people buy cars. We find that in America today the automobile has a sociological meaning far beyond its actual ability to perform on the road. A man's car not only represents his second largest lifetime purchase (his house is first), it also expresses his stature in the community and reflects his personality. Naturally, since the buyer knows all this, his car must, as far as it is able, project those images which he wants associated with him. These desired images naturally vary with individuals. Some wish to assume prestige and position. Others to project a picture of the buyer as an astute shopper who succeeds in getting more performance and more styling at a price that is less than his neighbor paid.

Knowing this about its product and its sales situation, Chevrolet is ready to choose talent for television and radio, and to decide whether they should even be asked to deliver commercial messages.

THE SHORE, BOONE CASES

Let's consider Miss Dinah Shore, perhaps Chevrolet's single most valuable television and radio force over the years. Dinah is warm, friendly, intelligent and sincere. She is perfect to represent Chevrolet to the listening and viewing public. We were delighted with her long before ratings put her *Chevy Show* in the top classification. Probably more than any other entertainer, Dinah Shore is identified with her sponsor's product. Her singing of "See the USA in Your Chevrolet" is more familiar to millions than many a pop tune. Yet we're still to get our first complaint that Dinah lowers herself by pitching our product.

The reason is simple. We said that Dinah *represents* Chevrolet. She does just that. She often states her enthusiasm for Chevrolet both on and off the air. She frequently does musical leadins to the actual commercials. On occasion she will perform special singing commercial material (her "Fugue for Tin Horns" musical talk about Chevy was repeated by viewer demand). But never is Dinah asked to deliver the kind of "nuts and bolts" sell, the kind of hard factual talk about performance that forms the real core of today's commercial automobile selling. Were she to do so we are convinced Dinah would rapidly lose effectiveness both as a woman and an entertainer, and something very valuable to Chevrolet would be destroyed.

Now let's consider Pat Boone, a brand new and increasingly valuable Chevrolet star. Pat almost extraordinarily typifies the young American male. He has loved automobiles since boyhood. He talks confidently and knowledgeably about them, their features, their performance, their "nuts and bolts." It is natural to Pat Boone's personality that he talk easily and well about the Chevrolet automobile. His youth and enthusiasm reflect the excitement and vitality of the car he is selling.

So we have the same product, sold on two similar-type programs, by two different stars. Both contribute importantly to the selling of the product, each in the manner best suited to preserving the star personality and still providing maximum advertising effect.

But Chevrolet uses other types of broadcast personalities. Currently and since July 1954 we have sponsored some of the top names in news broadcasting. The news programs of Robert Trout and Allan Jackson are now doing an excellent selling job for Chevrolet, yet we have never asked one of these men to deliver a commercial. We recognize that this would be a breach of good taste. It would reflect on the impartiality of their newscasts, which is precisely the property Chevrolet buys.

So, in brief, this is how we handle the problem of star versus sell. Together with our clients, we believe that careful study of the personalities of both star and product can develop satisfactory *individual* solutions.

Colin Campbell, b. July 24, 1908, Walkerville, Ont. Michigan U. graduate. Joined Campbell-Ewald in 1926. Assigned to Chevrolet account in 1933, made account executive in 1945. At present is executive vice president, member of executive committee and review board and member of board of directors in addition to being supervisor on Chevrolet. Serves as chairman of Michigan Council of American Assn. of Advertising Agencies and member of its board of governors. Also vice chairman and on board of governors of Direct Mail Advertising Assn. Mr. Campbell lives in Detroit suburbs with his wife Rosemary, daughters Cynthia and Heather and son Colin.

Meaning of 'Modern'

SOME of our readers have misinterpreted our motives in presenting stories quoting critics of rock and roll music.

These readers assume that we ourselves are doing the criticizing and that the object of the criticism is independent radio, or "modern radio" as some of them now call it.

It is wrong, we think, to connect rock and roll (or criticism of it) with all of modern radio (or criticism of *it*). The problem resides in the definition of the term, "modern radio," itself.

Used as some use it, to describe specific stations which have broken from established programming forms, "modern radio" is an unfortunate term. It connotes the presence also of "old-fashioned radio."

In America "old-fashioned" has an unattractive meaning. It suggests something which is obsolete. Not all the established programming forms of radio are obsolete by any means. Do the advocates of "modern radio" suggest there is no longer any place for the radio news broadcast with live pickups around the world?

To us modern radio means 3,247 am and 542 fm stations, the total on the air. Among this number there are many variations of character and equally numerous variations in audience appeal.

If modern radio is to flourish, it cannot become a regimented mass of stations all having the same sound. It must consist, as it does, of thousands of individual stations with individual characters. It must serve many different kinds of audiences. And the station serving one kind of audience well is performing as significant a service as its neighbor which serves another kind.

If rock and roll is enjoyed by a certain kind of audience, the station aiming at that audience has the absolute right to program rock and roll, just as another station aiming at a different audience may choose to program other kinds of music. The only obligation which both stations have in common is that of programming in good taste and keeping their audiences informed as well as entertained.

Sense in the Census

THE Census Bureau's restoration of the radio question in the 1960 decennial census provided a dramatic conclusion to National Radio Month. Thanks to Chairman Holland (D-Fla.), of the Senate Appropriations Subcommittee, and to NAB's diligence, a serious media oversight has been averted. Accurate comparisons of both radio and tv saturation with 1950 census figures are now assured.

Unfortunately the bureau has decided it cannot enumerate radio or tv homes to show am-fm and vhf-uhf breakdowns, ascribing this ruling to the cost of collecting such data and the difficulty of obtaining accurate information from respondents when the census enumerator calls. Similarly the bureau will not collect information on portables or phonographs.

Director Robert W. Burgess, of the Census Bureau, heeded the argument of broadcasters and Sen. Holland that radio set data from the 1950 census is obsolete and that the medium's importance in the nation's communications requires a periodical tabulation of radio saturation. Both Director Burgess and Sen. Holland were influenced by the demonstration of interest as shown by letters and telegrams from the public, civic groups, the business world and broadcasters themselves.

The bureau has wisely decided to add a new and important element to the broadcasting portion of the 1960 census—multiple radio and tv homes. In the past the information has been confined to a mere listing of radio-tv and non-radio-tv homes. By the simple technique of putting this phrase in the census question—"0, 1, 2, or more sets"—the bureau will provide the entire advertising world with important marketing information.

While this realistic approach to the needs of commerce is helpful, there still remains the expressed need of census information showing the number of battery portables, auto sets, fm receiving facilities, uhf-vhf tuners and color tv receivers. The Census Bureau shudders at the thought of making enumerators search out all this information, citing the cost of collecting data, the training problem and the living-room complications at interview time.

However, the bureau would do well to heed the official request of FCC Comr. Robert E. Lee, defense commissioner, for a census report that will show where people can be reached when the power is off during emergencies. This need can be supplied by a count of battery portables and auto receivers. Then, too, there is a need for official circulation data covering the fast-growing fm medium, now entering the stereo stage. Those who believe fm, portables, uhf-vhf and color receivers should be tabulated should let their legislators know why the figures are important.

Drawn for BROADCASTING by Sid Hix from an idea submitted by Bart Ferris of WFAX Falls Church, Va.

"Just as this invisible shield protects me, so Gardol protects . . ."

Where Justice Is Due

IT WAS officially confirmed last week that the Justice Dept. has told the FCC that network option time violates the antitrust laws.

FCC Chairman John C. Doerfer testified before the Senate Commerce Committee that the Justice Dept. opinion was conveyed by Asst. Atty. Gen. Victor Hansen in a meeting with the FCC April 24. Mr. Hansen was quoted as saying that Justice would defer action, however, until the FCC completes its network study.

Now that the news is official (it was reported in this magazine's CLOSED CIRCUIT, May 12), it is appropriate to comment on the strange way that the Justice Dept. is trying to use the FCC as a substitute for the federal courts.

The inference to be drawn from Mr. Hansen's visit with the FCC is that Justice hopes the FCC will revise its own rules to wash out option time and thus relieve Justice of the job of testing its opinion.

If the FCC followed that procedure, it would be making life easier for the Justice Dept., but justice—in the broader sense—would be dealt a hard blow.

There is no shadier area of the law than the antitrust area. It is seldom simple to decide whether a practice is or is not an antitrust violation.

The option time practice is no exception. Attorneys of equal competence have vigorously testified on both sides. Indeed the findings of the FCC's own Network Study Group and the testimony of expert witnesses have been in basic disagreement on the legality of option time.

Can it be assumed that the FCC is more capable than a federal court to make a wise decision in so subtle a problem of law?

For more than a year and a half, the Justice Dept. has been muttering about allegedly illegal network practices. It started in September 1956 when Mr. Hansen told the House Antitrust Subcommittee the networks were under investigation. At intervals since then Justice Dept. officials have let it be known that they felt option time and other practices were probable violations of the antitrust laws.

If the Justice Dept. really believes that networks are acting illegally, it is time for Justice to quit making the charge and start trying to prove it.

And the place to prove—or disprove—a delicate charge of that kind is in formal proceedings before the courts.

If Justice does not wish to test its case in the appropriate location, it should have the grace to get off the networks' necks.

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